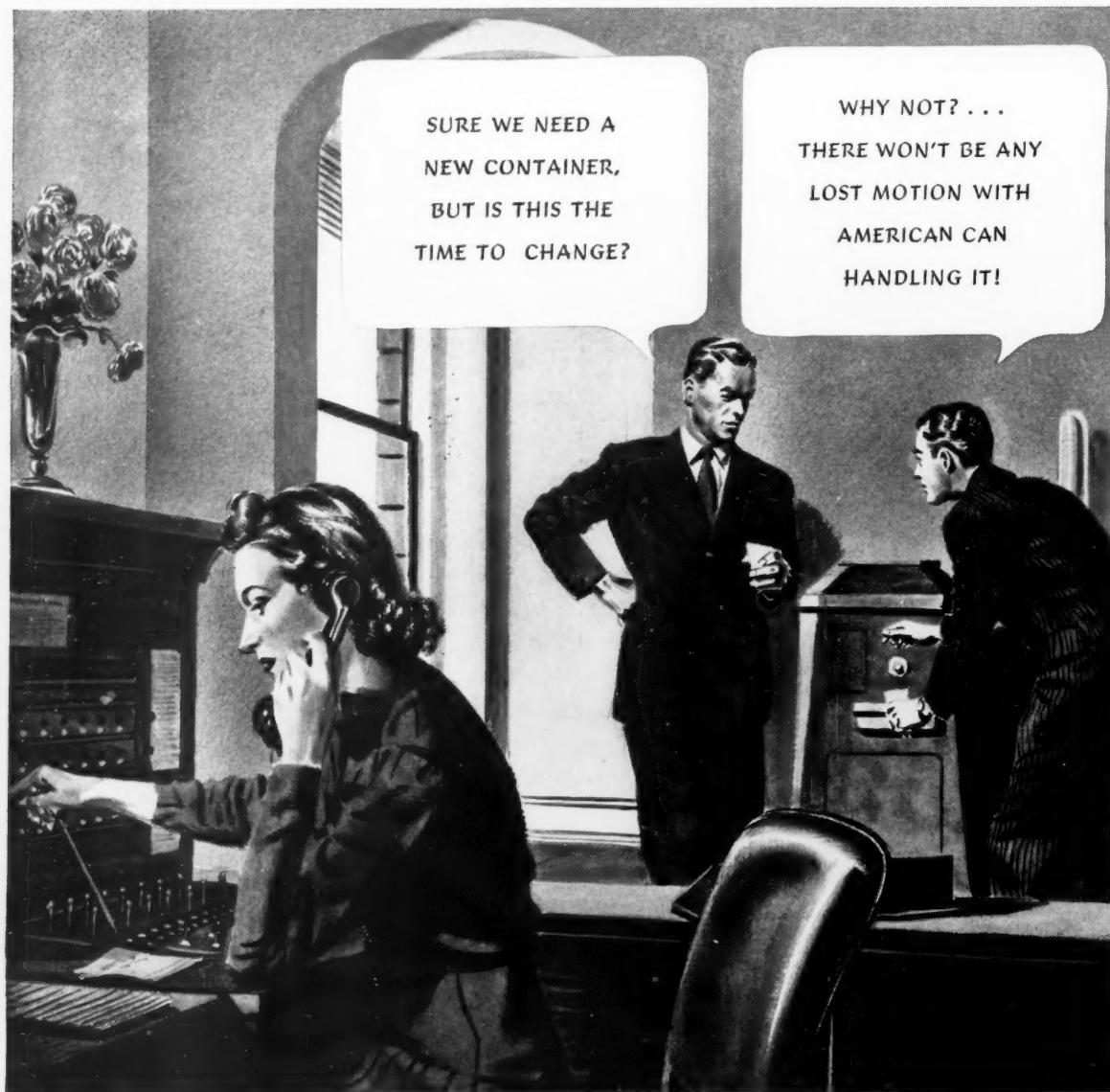


MODERN PACKAGING



JANUARY 1940



SURE WE NEED A
NEW CONTAINER,
BUT IS THIS THE
TIME TO CHANGE?

WHY NOT? . . .
THERE WON'T BE ANY
LOST MOTION WITH
AMERICAN CAN
HANDLING IT!

"**Y**ou know how they do things, Paul. They'll plan every step in advance. They'll coordinate every move with our operations. Then when we give the word, the job will move ahead without a hitch. Why, we'll have that new package in production before we know it! Let's call them in tomorrow and start things moving."



AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.



BARRELS, KEGS . . . bales, baskets and bags . . . drums and demijohns and wooden boxes. Fifty years ago the storekeeper scooped, dipped or poured the small quantities of a product required by the consumer from great bulk containers. The packaging industry, as we know it today, was a thing unknown.

Pills, pomades, unguents . . . jams, jellies and apple butter . . . lacquers and linens and liquors and hardware. It's difficult in this modern day and age to visualize one of these quaint old fashioned stores of yesteryear . . . the amount of work necessary to weigh or measure and package an order . . . the seeming disregard for sanitation . . . and the damage and loss to products in shipment and in handling.

The packaging industry has changed all of this. Today the consumer is assured of a uniformity in quantity and quality, and a convenience in delivery, undreamed of a half-century ago. These changes have been wrought by the intensive work of individuals, business organizations, associations, the government, and publications like the one you are now reading.

Fifty years ago, January 15, 1890, a small company was formed in Bowling Green, Ohio, under the name of Safe Glass Co. Although primarily concerned in the manufacture of glass, here was to be obtained packaging and sealing experience vital to the manufacture of metal caps. For . . . this small company was the parent organization

of the Phoenix Metal Cap Co. The Safe Glass Co. became the Hermetic Closure Co. in 1905, which was consolidated with the Phoenix Cap Co. and Metallic Decorating Co. in 1911 to form the Phoenix-Hermetic Co. . . . now the Phoenix Metal Cap Co.

Fifty years is not a particularly long time in the life of a business organization or in the life of an industry. But within this brief period we have seen the business of packaging grow and grow in importance until today the package is second in importance only to the product it carries. By delivering the products of commerce to the far corners of the world the package has contributed immeasurably to the advancement of civilization . . . it has made life easier and more secure . . . and consequently, happier.

We are proud of the small but active part we have had in the development of the packaging industry . . . the perfection of sealing methods . . . the standardization of glass finishes and closures . . . and the development of metal decorating processes. This year we celebrate our fiftieth anniversary. But in doing so our thoughts are not entirely of the past. We are intensely occupied with the present and the future. Thus we once more renew our oft-repeated declaration which is as new as it is old: "To make the finest product we know how; to continually strive to improve it; to price it reasonably; and to serve our customers to the best of our ability."

PHOENIX METAL CAP CO.

CHICAGO, ILL. • BROOKLYN, N. Y.

Branch Offices: Philadelphia, Baltimore, Boston, Cleveland, Cincinnati, St. Louis, San Francisco and Los Angeles.

MODERN

Packaging

C. A. BRESKIN, *Publisher*A. Q. MAISEL, *Editor*

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ALAN S. COLE, *Genl. Mgr.* . PERRY H. BACKSTROM, *Adv. Mgr.*
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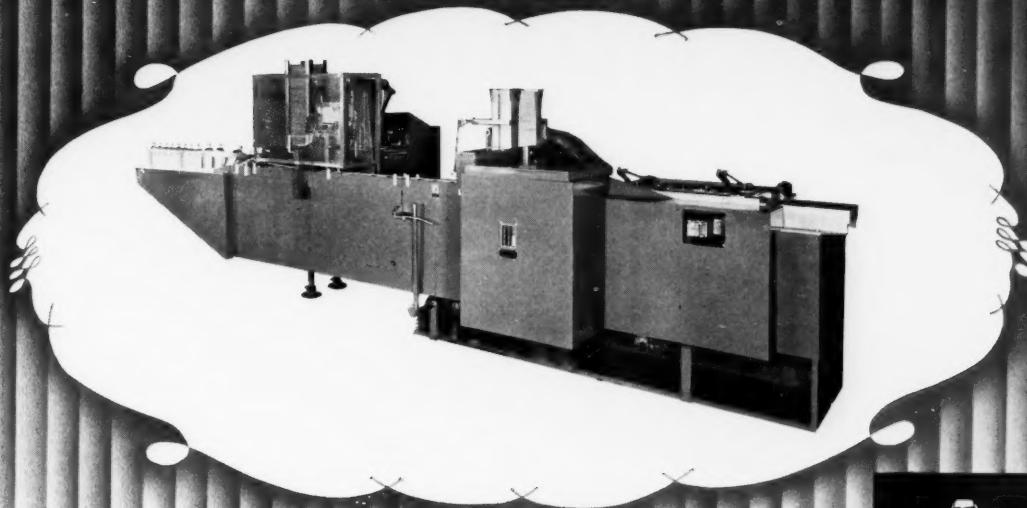


Next Month Children's packages—a survey for many months in preparation by the Institute of Package Research—will be presented in our February issue, correlating known facts about children's likes and dislikes and specialized mental capacities of different child age groups with the problems presented in designing packages which children will use or buy.

Production managers will find particular interest in a study of the vast Chicago plant of the Pepsodent Co. where novel methods are utilized to facilitate production and materials handling in a plant through which passes a tremendous volume of a few items. Cover color photography, this issue, by Wilfred H. Wolfs.



Modern Cartoning ...THE REDINGTON WAY



for Lydia E. Pinkham



A stout corrugated protector is folded around the bottle.

Are you afraid to change an *old, well-accepted* package that customers can quickly identify? Then the Pinkham Company's experience may help you decide.

The old, familiar Lydia E. Pinkham wrap and the "Gay Nineties" type of design was known to millions of women for decades. So, even when Pinkham *changed* from hand wrapping to *automatic* wrapping ten years ago, a *Redington machine* duplicated the same traditional package.

But Pinkham executives, faced with a need for more economical, modern packaging, completely revamped their packaging set-up last summer and adopted a *modern, streamlined, tuck-end carton*.

Key point in the production line is the *Redington continuous flow cartoning machine*. Without making too radical a change in the Pinkham design, this machine now *cartons* the bottle, a corrugated protector and two circulars at a far lower cost.

This latest type Redington is *quiet, smooth, streamlined* . . . simply constructed for maximum efficiency. Another example of Redington's *ability to do things well*. Check with us about *your* packaging problem—no obligation.



Then two circulars fed from separate magazines, are folded together and placed over the top of the bottle.



The bottle, protector and two circulars are then fed into a tuck-end carton.* Bottom of carton is spot-glued.

F. B. REDINGTON CO. (Est. 1897) 110-112 S. Sangamon St., CHICAGO, ILL.

REDINGTON PACKAGING MACHINES*
for CARTONING • WRAPPING • SPECIAL PACKAGING

LUMARITH PROTECTOID

REG. U. S. PAT. OFF.

covers

one man's meat and another man's pajamas



* Weldon Pajama and Robe Set by Lubin and Weeker Co., Inc., N.Y.C. Lumarith Protectoid carton by Williamsport Paper Box Co.
★ Orling Brothers' Luncheon Package by Package Paper Co. Window of Lumarith Protectoid.

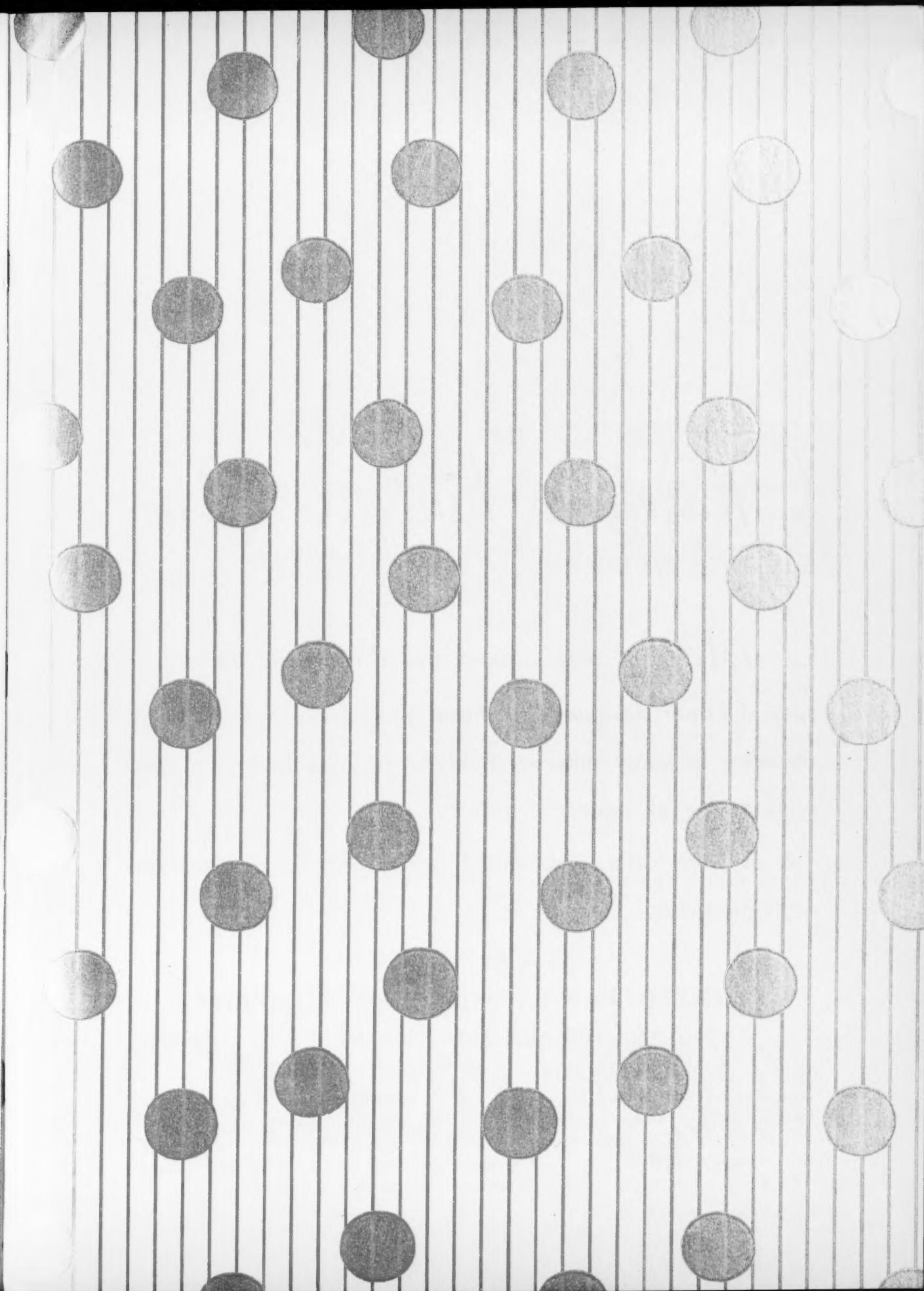
AND speaking of "one man's meat," here's another parallel. Transparent window containers do a wonderful selling job—as long as the windows stay smooth, transparent and free of strain lines. But wrinkled, torn, discolored windows or buckled cartons are *poison* to sales appeal!

Fortunately, you can say good-bye forever to wrinkles, rips, and tears in *your* transparent windows. Use Lumarith Protectoid—the modern, sparkling, crystal-clear material that never shrinks or wrinkles. Lumarith Protectoid just won't surrender to time. It is water-proof, grease-proof, germ-proof, odorless, tasteless and non-inflammable. It does not discolor or dry out with age. It is not affected by extremes of temperature or humidity. It cements easily and permanently. It has a perfect printing surface.

Packaging Division, CELLULOID CORPORATION, 10 E. 40th Street, New York City. . . . Established 1872. Sole Producer of Celluloid and Lumarith. (Trademarks Reg. U. S. Pat. Off.)

If you are working on a transparent package . . .

Get in touch with
CELLULOID
also Headquarters
for **PLASTICS**



Time to RELABEL
according to the LEA Amendment

means

Time to REPACKAGE
with smart modern containers of Celluplastics

LET *Hygienic* SHOW YOU HOW TO KILL TWO BIRDS WITH ONE STONE!

Labelled in process of manufacture, vials or containers of HYCOLOID and CLEARSITE, have a streamlined distinctiveness that will add to the sales appeal of your product.

Besides, these new Celluplastics are 80% lighter than glass, cutting down shipping costs . . . they are unbreakable, which means longer life insurance for your product . . . and they are beautiful, either in transparencies that display your product to best

advantage or in rich colors or combinations of color. Our brand of "silent salesmanship" through packaging is being employed by many of the biggest, smartest manufacturers in the country. Help your product beat competition . . . see how much repackaging can do to end your sales worries. We will gladly send you samples and all particulars, and our packaging department will be pleased to cooperate in designing containers for your specific program. Drop us a line.



Hygienic TUBE & CONTAINER CORP.
EXECUTIVE OFFICES AND FACTORY: 46 AVENUE L, NEWARK, N. J.
N. Y. Sales Office: 626 Fifth Avenue, New York, Tel: CI 6-2425



"We are not here to sell a parcel of boilers and
vats, but the potentiality of growing rich be-
yond the dreams of avarice".

—DR. SAMUEL JOHNSON
at the auction of a brewery

We'll sell bottles on the slightest provocation. But, in doing so, we are selling something far more important than mere glass containers.

For CARR-LOWREY considers packaging a vital function... prefers to go to the very essence of a competitive situation to recommend designs that will cut across all competition, that will be particularly appropriate to the product...that will be militant and well-groomed salesmen for you at the very point-of-sale!

To do this, CARR-LOWREY draws upon the vast knowledge and skill of its designers and craftsmen...men who have a reputation for producing outstanding commercial successes.

They subject each new design to a rigid, but logical, standard of (1) attractiveness, (2) practicability, (3) economy. And it's because of their ability to blend all three of these requirements into their ultimate designs that CARR-LOWREY is called upon to supply bottles for hundreds of nationally-known products.

If you package foods, drugs or cosmetics, or some household specialty, perhaps our "3-point service" can help increase your sales.

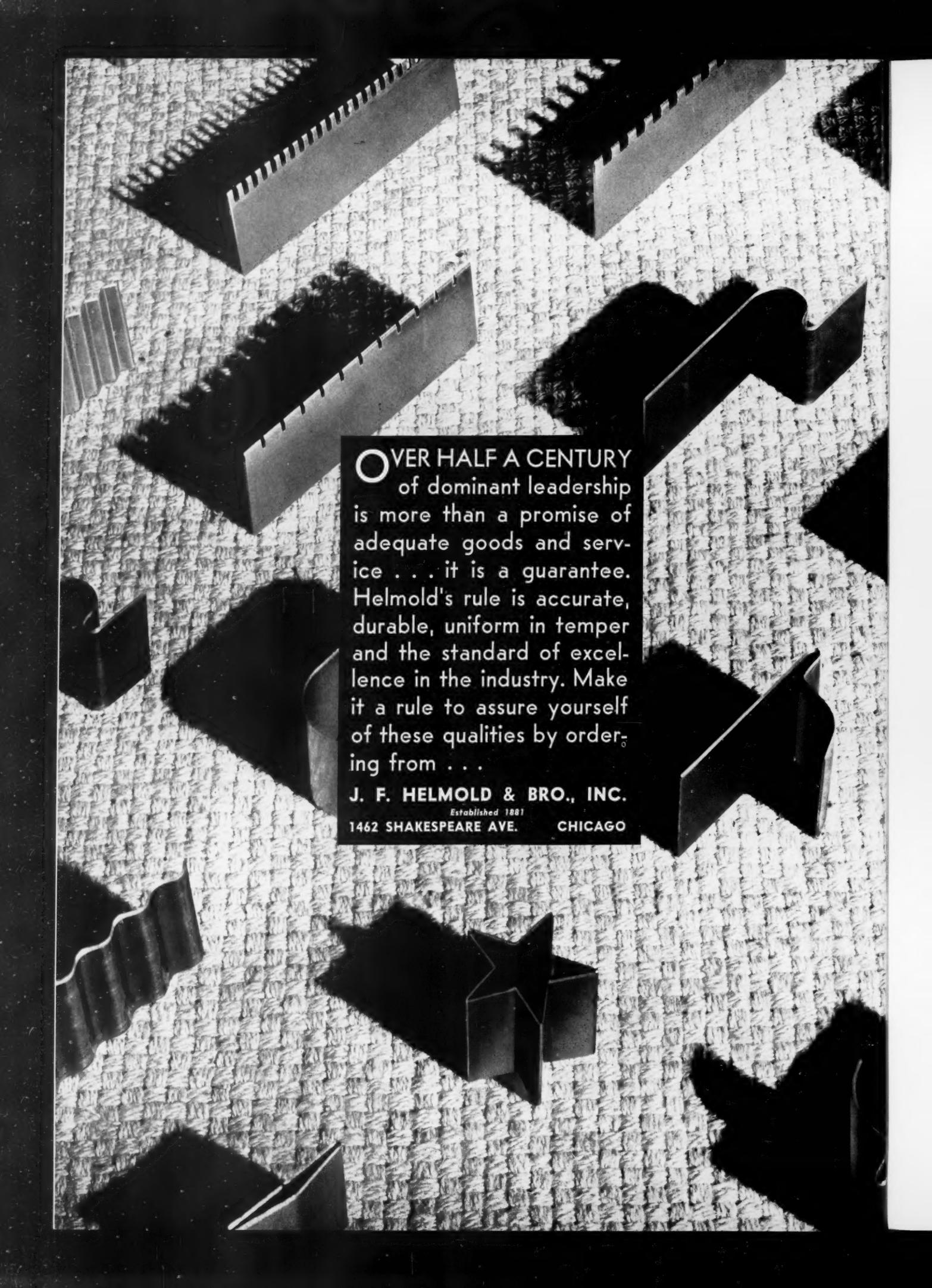


← A "3-point" CARR-LOWREY bottle for Charles-of-the-Ritz "Tingle" toilet water. Attractiveness, practicability and economy, with the *plus* of custom creation, went into this unusual container to help build sales and acceptance for this new addition to a famous line of cosmetics.

Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue • Chicago Office: 1502 Merchandise Mart



OVER HALF A CENTURY of dominant leadership is more than a promise of adequate goods and service . . . it is a guarantee. Helmold's rule is accurate, durable, uniform in temper and the standard of excellence in the industry. Make it a rule to assure yourself of these qualities by ordering from . . .

J. F. HELMOLD & BRO., INC.
Established 1881
1462 SHAKESPEARE AVE. CHICAGO



A two-year-old BABY that's taking GIANT strides



NOTHING succeeds like success — and in many fields of protective packaging Pliofilm has scored an outstanding success, *in just two short years!* Already, much of the processed cheese produced in America is packaged in this new "flavor sealer" — smart nut meat manufacturers are leading another parade to Pliofilm bags — and on coffee, tobacco and many other products it is also forging ahead!

Pliofilm has no equal among transparent packaging sheets in keeping moist products *moist*; in keeping moisture-hungry products *dry* — because it is moisture-vapor-proof and can be heat-sealed with an airtight weld! Most tough packaging problems can be handled *better* and *cheaper* with Pliofilm. Write: Pliofilm Sales Department, Goodyear, Akron, Ohio.

The best things are packaged in

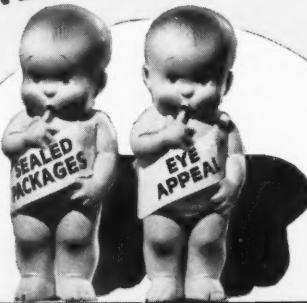
GOOD YEAR

Pliofilm — T. M. The Goodyear Tire & Rubber Company



NOT ONE . . . BUT TWO -

advantages,
-when your package
wears this band!



NO, SIR . . . added attractiveness isn't all you give your package with a colorful "Cel-O-Seal" cellulose band! For you will find that these trim bands provide an extra safeguard against tampering and contamination as well.

That's why customers instinctively reach for a product that is topped off with one of these sales-building seals. It not only catches the customers' eye with a touch of bright color, but also assures them of good, pure contents.

Smart-looking "Cel-O-Seal"

bands are economical, too . . . cost but a small fraction of a cent each! They are applied quickly and easily by hand . . . no machinery or adhesives are needed.

Like to see how secure and attractive your package can be with a modern, up-to-the-minute "Cel-O-Seal" band? We'll be glad to show you . . . just send a sample bottle complete with closure today. No obligation.

DU PONT ON THE AIR—Listen to "The Cavalcade of America" Tuesdays, 9 p.m. E.S.T. over National Broadcasting Co. Networks.

CEL-O-SEAL

Manufactured by



Sold by

E. I. DU PONT DE NEMOURS & CO. (INC.)
"CEL-O-SEAL" SALES
Empire State Building, N. Y. C.

ARMSTRONG CORK COMPANY
GLASS & CLOSURE DIV., Lancaster, Pa.

I. F. SCHNIER COMPANY
683 Bryant Street, San Francisco, Cal.

KIMBLE GLASS VIALS

ARE *Scratch-proof*

RESIST ABRASION AND RETAIN THEIR LUSTRE



The scuffing and shuffling given to packages in their wide travels—the handling and soilage encountered on dealers' counters and shelves—CAN'T HARM A KIMBLE VIAL. Made of REAL GLASS of fine quality—possessing a lustrous, highly polished surface that is "scratch-proof" under the most severe service—Kimbles offer you the MAXIMUM in sampling and packaging efficiency.

Watch your sales climb with KIMBLE GLASS VIALS!



• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY . . . VINELAND, N. J.
NEW YORK . . . CHICAGO . . . PHILADELPHIA . . . DETROIT . . . BOSTON



COMPLETE RESPONSIBILITY

Anchor offers you the world's most complete line of metal and molded closures. Attractive and practical, they assure a dependable, airtight seal.





In Anchor Hocking's line of drug containers you are sure to find a container or a family of containers that will most completely satisfy your packaging requirements.

ANCHOR HOCKING is thoroughly reliable, equipped and capable of accepting *Complete Responsibility* for your packaging requirements—from container, to closure, to carton. Ours is a service organization offering a complete line of containers and closures.

At Anchor Hocking, backing up the salesman who calls on you—is every modern facility for serving you better. Experts on every phase of packaging . . .

research, engineering, designing, and merchandising experts, are at your beck and call. These services are yours without the slightest obligation. May we discuss your packaging problems with you?

ANCHOR HOCKING GLASS CORPORATION
Lancaster, Ohio

*Closure Division: ANCHOR CAP & CLOSURE CORPORATION,
Long Island City, N. Y. and Toronto, Canada*

COMPLETE RESPONSIBILITY

A New York Journal of Commerce article, "Who's Responsible?" discusses the responsibilities of the surgeon, the hospital, and the patient. It states that the surgeon is responsible for the patient's welfare, the hospital for its facilities, and the patient for his own care. The article concludes that "Complete Responsibility" lies with the surgeon.

COMPLETE RESPONSIBILITY

Perhaps a life hangs in the balance. Upon the skill of the surgeon, every life depends. Trained assistants capsule to their part but the surgeon depends great odds, safely accepts *Complete Responsibility* for the patient's well-being.

ANCHOR HOCKING
—an unbeatable combination **GLASS CAPS**

The FIRST EDITION of the Most Vital Book Ever Written on Packaging *is almost exhausted!*

Product Data
A thin liquid hair dressing. The product underwent changes at the time of the package change.

Market Areas and Marketing Conditions
The British-Meritt Co. markets its hair dressing throughout the United States and in Cuba, Hawaii and Canada. The product is sold through barber supply houses and direct to the larger barber shops and to drug stores.

The chief purpose of the package change was (1) to provide a means to insure that barber shop customers receive the same product and (2) to provide the barbers with a sales unit on which they could definitely determine their cost and profit.

The cost of the individual application container is substantially greater than that of the previous container. In spite of this, the cost to the barber per application is only slightly higher. The added cost has been absorbed by the manufacturer, thus compensating for the assurance that the barber shop customer will receive the genuine product. The company anticipates a substantial growth in drug store business, as well as an increase in barber shop sales, due to the introduction of this substitution-defying form of package.

Advertising utilizes newspaper, magazine and radio media. Window displays are available to barbers on request.

Modest plastic dispensing holder is supplied to barbers and forms an integral part of the new package program.

Comparative Package Data
Present Package A collapsible tin tube, hermetically sealed and with patented opening device. Packed in specially designed chipboard folders, ten tubes to the folder. Five folders (50 tubes) per brightwood box form the sales unit.

Comparative Package Data (Cont.)
Old Package A quart size dispensing bottle with sprayer spout. Hard plastic containers for retailing purposes. Both shipped with single shell lithographed screw caps and viscous seals. Lithographed labels.

New Package A quart size dispensing bottle with sprayer spout. Hard plastic containers for retailing purposes. Both shipped with screw caps and viscous seals.

Old package, quart, 20 half-gallon tubes, \$1.75. Total price: New package, 20 half-gallon \$3.50. Shipping unit: 41.75 lbs. of tubes each per shipper. Old, 1/2 dozen quarts, or 1/2 dozen half-gallons, per shipper. No direct comparison of package weight may logically be made since the packaging medium is completely changed and since the new package is an individual application container as contrasted with the old bottle container.

The new package is reported to completely eliminate the formerly disastrous glass breaking problem accentuated by the fact that the old container was a steel bottle.

Plant Changes
Old bottle filling, capping and labeling equipment completely scrapped. A single tube filler and closer, modified for hermetical sealing, was introduced instead. A second machine has since been added. Folder filling and boxing are hand operations.

Output of the old packages was 20 bottles per minute on quarts and 10 on half-gallons. Output on the new package is 50 tubes per minute per machine.

Sales Achievements
The old container was used through 1936. Sales mounted rapidly during 1937 and, at a somewhat slower rate, in 1938. At present they are reported to stand at 250 per cent of their former level.

"100 Packaging Case Histories"

224 pages . . . case bound . . . over 200 illustrations . . . the laboratory analysis of 100 ACTUAL PACKAGE REDESIGNS by 100 of the Country's Leading Package Users. Priceless experience you can apply to your packaging problems.

So great has been the demand for this unique study, covering basic packaging problems never before answered *anywhere*, that the first generous printing has been almost completely sold out.

Money Back Guarantee

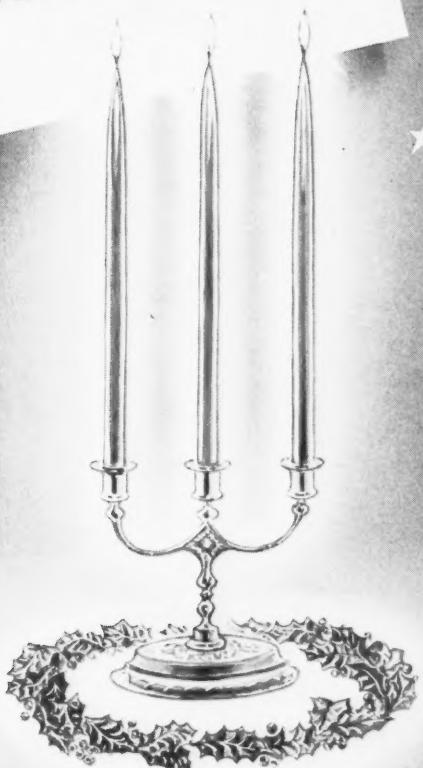
There are still a few copies available, however. Write for your copy, enclosing \$2.50 in cash, check or money order—and we'll rush the book off to you by return mail. Read it, keep it 5 days. At the end of that time, if you are not satisfied that the book is all (and more!) that we say it is, return it without obligation and get your money back.

MODERN PACKAGING
BRESKIN PUBLISHING CORPORATION
Channing Building • 122 East 42nd Street • New York

*Holiday
Greetings*

Christmas Happiness!
Good Health
Good Fortune
throughout the New Year

NATIONAL CAN CORPORATION



THANKS, DARLING --
I CAN OPEN THIS ONE!



Caps do play an important part in winning and holding consumer acceptance for your product. By the same token, hard-to-open and inefficient closures lead to dissatisfaction and help to swell the ranks of "One-Timers." You know—folk who keep switching from one brand

to another. ♦ Women *do* like closures that seal properly and yet are convenient to remove. CCS Closures are made to win the favor of home-managers—they are designed to gain and hold this important consumer acceptance for your product. Write for samples and prices.

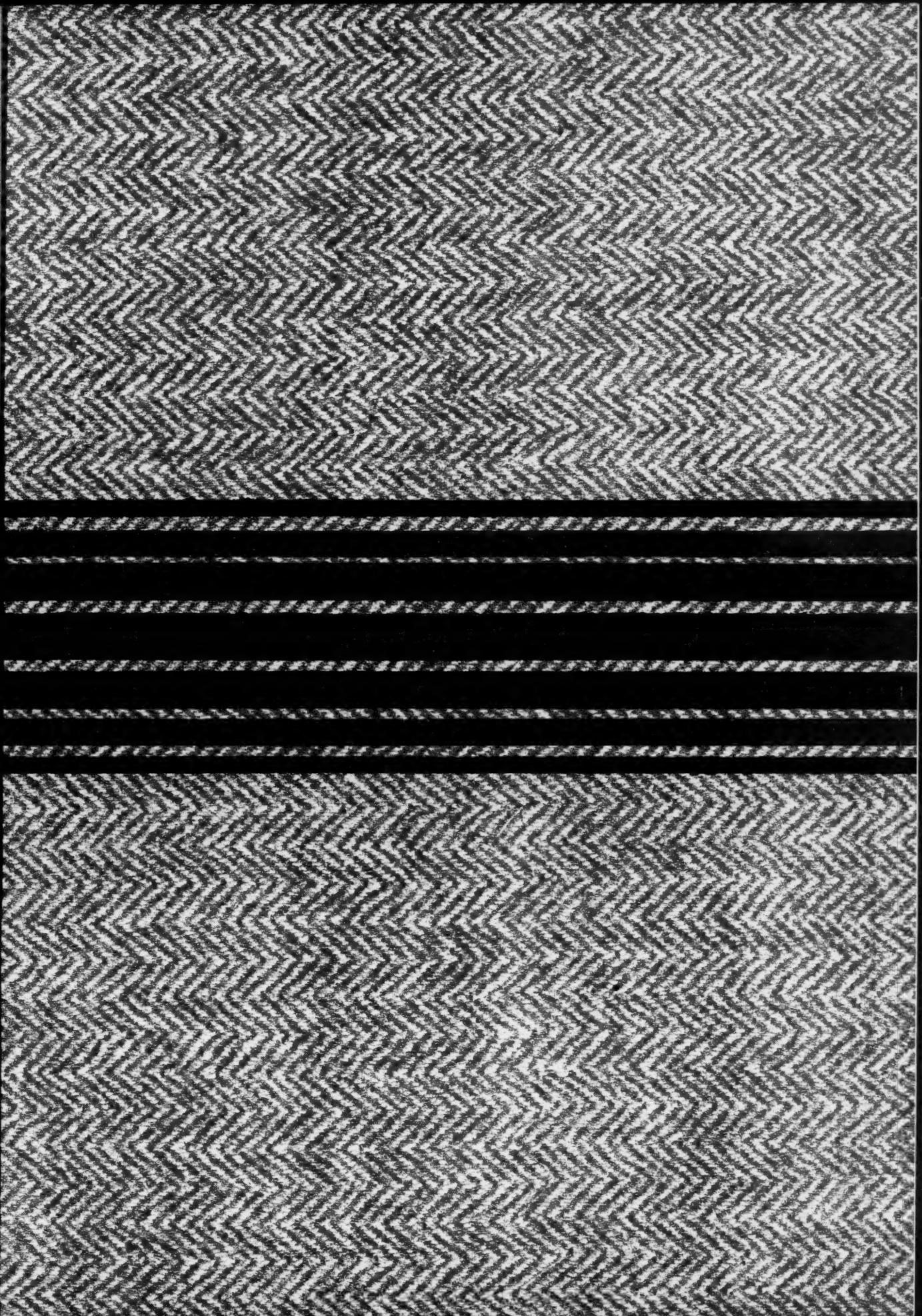
CROWN CORK AND SEAL COMPANY
World's Largest Makers of Closures for Glass Containers
BALTIMORE, MARYLAND

IN THE LONG RUN —

GROWN CLOSURES

COST LESS..

CCS
SCREW CAPS
LUG CAPS
VACUUM CAPS
COST LESS..
VPO CAPS
MASON CAPS
CROWNS
DOUBLE SHELL CAPS
CAPPING MACHINERY



0 CAPS
CAPS
OWNS
PS
RY

Williams

**LAFAYETTE
LUGGAGE PAPERS**

◆

*One of the Leaders of the
New 1940 Line*

Stocked in Four Latest Textile Designs, each in Five Colors. The Overprint Stripes are in different sizes and color combinations and can be printed to your specifications. Lacquered Finish (^{WATER}_{RESISTANCE}) if desired.

Your New Paper Box will be improved in Attractiveness by using these New 1940 Papers as a Covering.

SAMPLE BOOK SHOWING DESIGNS, COLORS AND PRICES GLADLY SENT UPON REQUEST.

◆

CHARLES W. WILLIAMS & CO., Inc.

Authorities on Box Covering Papers

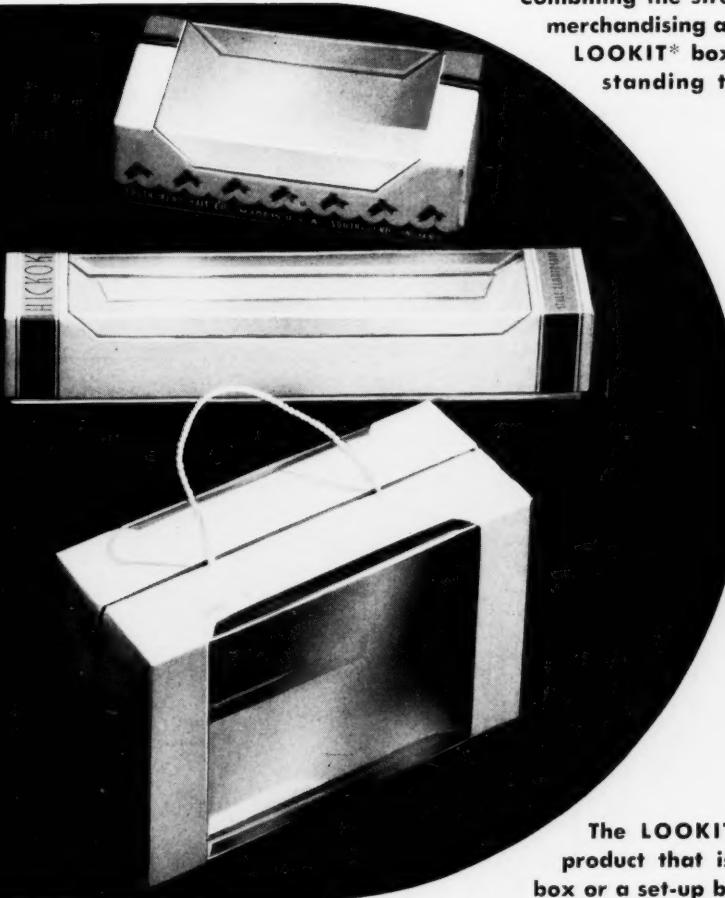
303 LAFAYETTE STREET
NEW YORK

624 SOUTH MILLER STREET
CHICAGO

167 OLIVER STREET
BOSTON

THE PACKAGE THAT DISPLAYS YOUR PRODUCT
PROTECTS

Combining the strength of a set-up box with the merchandising advantages of transparency, the LOOKIT* box sells and protects many outstanding trade-marked items such as:



BELTS
SILVERWARE
ARTIFICIAL FLOWERS
BABY SHOES
COMBS AND BRUSHES
HABERDASHERY
WRITING PAPER
SPORTING GOODS
... and a host of others

The LOOKIT* box is adaptable to any product that is packaged in a transparent box or a set-up box.

ECONOMICAL . . . The LOOKIT* box represents substantial economies as against all-transparent boxes; yet offers nearly complete transparency.

TECHNICAL DETAILS . . . Any wrap may be used and may be printed in a variety of colors. The transparent portion is made of acetate—which may also be printed if desired. LOOKIT* is available in full telescope or shoulder style boxes. Both lid and base may be die-cut if desired—as in the lower box shown.

* "LOOKIT" box Trade Mark Reg. U. S. Pat. Off. Made under one or more following U. S. Patents. Des. 108605-108606. Other Patents Pending.

flower City Specialty Company
ROCHESTER
New York Office • 30 East Forty-second Street • Murray Hill 2-3447
NEW YORK

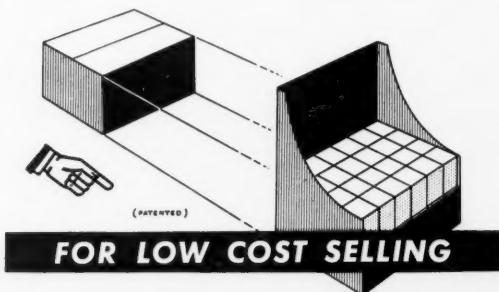


LOOKING

for 100,000 salesmen?

Here they are—Your shipping boxes become counter displays at point of purchase

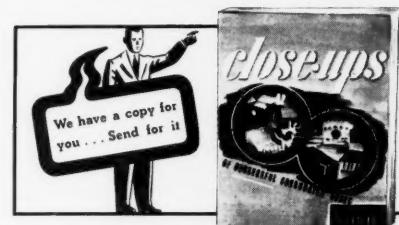
Now you can hire salesmen, top notch producers, to sell your product in every retail store. These salesmen, "H & D DUPLEX BOXES," are counter displays that attract attention, deliver your selling message, and best of all, sell merchandise. They won't cost much either, because "DUPLEX" is first of all a shipping box. They open quickly and easily into sales making counter displays. Ask an H & D representative how this sales force can go to work for you.



FOR LOW COST SELLING

Better See H & D
... AUTHORITY ON PACKAGING

HINDE & DAUCH • Factories in Principal Cities • Executive Offices, • SANDUSKY, OHIO
Canadian Address: Toronto, Ont.





at "Steals" the
"spotlight" for

SEFTON

Sefton's "Pliofilm Lined" cans are the new "Safe and Sane" way to packaging protection your products deserve . . . They're water-proof—Moisture and Vapor resisting—Odorless—Tasteless . . . yet this added protective feature does not "rob" your "Iron Bound" budgets. . . Even the heat sealed seam is stronger and as protective as the film itself. And, Sefton fiber cans are flexible and economical, meeting most packaging requirements.

SEFTON FIBRE CAN COMPANY

Plants—St. Louis, Missouri • New Iberia, Louisiana

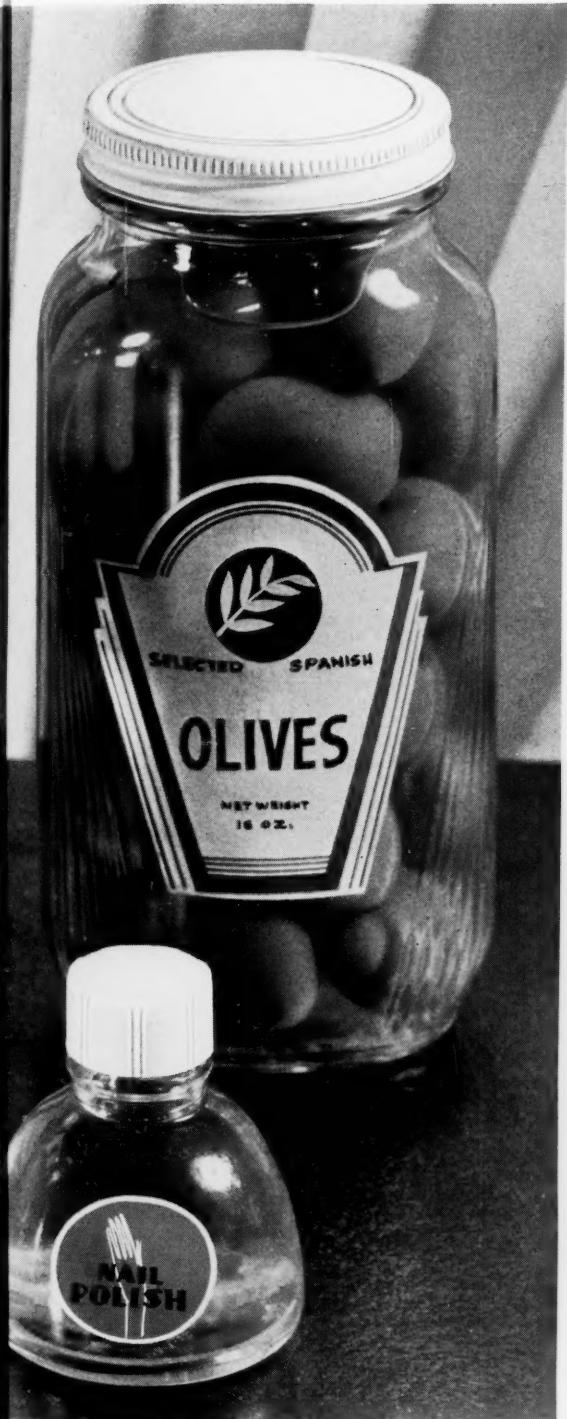
DISTRICT OFFICES:

| | | | | | | | | | | | | | | | |
|---------------|------------|-------------|-----------|-------------|---------------|----------|--------|---------|-------|----------|----------------|------------|------------|-----------|---------|
| New Orleans | Boston | Los Angeles | Detroit | Kansas City | San Francisco | St. Paul | Denver | Omaha | Tampa | New York | Chicago | Cincinnati | Des Moines | Cleveland | Seattle |
| Oklahoma City | Pittsburgh | Memphis | Nashville | | | | Dallas | Houston | | | Salt Lake City | | | | |

FOR PRACTICAL STYLING ANPR



NONPROFIT-WINNING CONTAINERS



BRING YOUR PACKAGE DESIGN PROBLEM TO ARMSTRONG

WHEN you bring your glass packaging problems to Armstrong you obtain the *right* glass container and closure for your product. This assures you of a practical combination of well-organized packaging units and the kind of attractive styling which does a real merchandising job.

Start with the container . . . and Armstrong will produce for you crystal-clear glassware in the shape you wish—streamlined in appearance, sturdy in structure, and precision-made to assure high-speed packing performance. Proceed to closures . . . and Armstrong will analyze your product to determine whether a metal cap, cork, or plastic closure is best suited to provide maximum sealing efficiency. Armstrong's wide variety of closure types makes it possible for you to obtain unprejudiced recommendations in this all-important selection. Then top your package off with a modern "Cel-O-Seal" band for added protection and eye-appeal.

All these sales-aids are yours if you enlist the help of Armstrong's Package Merchandising Service. This service is available to all our customers. For full details, write Armstrong Cork Co., Glass and Closure Division, 916 Arch St., Lancaster, Pa.



Armstrong
IS GLASS PACKAGING
HEADQUARTERS



How a 3-cent stamp brought real dollar savings in carton costs



"IT CERTAINLY PAID US TO WRITE
them...this is a better carton...
and look how much it saves us."

READ HOW GARDNER-RICHARDSON CARTON RE-STYLING CAN SAVE MONEY, MAKE MONEY FOR YOU

"I don't see how you can cut our carton costs one penny," a large carton user wrote us... "but go ahead and try." The Gardner-Richardson Carton Advisory Council showed him how the size of the flaps could be reduced... how the cartons could be cut from the boxboard with less waste. Result: A better package. Big savings.

To another carton manufacturer, the Gardner-Richardson Carton Council recommended a lighter, less expensive board

... with sufficient rigidity to protect the product, with sufficient saving to materially increase profits. They saved money for another carton user by recommending a specialized board that keeps the moisture in, keeps the product from losing weight. Can Gardner-Richardson re-styling improve your carton? Can Gardner-Richardson Precision Engineered cartons reduce jammers, leakers, waste in your filling machines? The Gardner-Richardson Carton Advisory Council will gladly put its 200 combined years of carton experience to work to find the answer for you.

Whether you are a large or small user of cartons, send your carton for analysis and recommendation. No obligation, of course.



RE-STYLING FOR PROFIT
Gardner-Richardson carton designers think in terms of effective display and economical production. Ask these Gardner-Richardson experts to re-style your cartons for greater sales and profits. There is no obligation.

ENGINEERED PRECISION
From pulp to finished product... every step of the way, technicians and engineers check and test to make sure that Gardner-Richardson Cartons will be more uniform, more economical... and have greater shelf appeal.



THIS SYMBOL is your assurance of greater uniformity, higher quality, better appearance, better product protection—profit and satisfaction.

The GARDNER-RICHARDSON Co.

MIDDLETOWN, OHIO

Manufacturers of Folding Cartons and Boxboard

Sales Representatives in Principal Cities: PHILADELPHIA • CLEVELAND • CHICAGO • ST. LOUIS • NEW YORK • BOSTON • PITTSBURGH • DETROIT

Not just a "New Pattern"

Not just a "New Design"

but a . . .

sensational NEW PROCESS

*Now Brings You
CHENILLE
Printed Papers*

*the most beautiful decorative
papers ever offered to industry*

Within a few short months Chenille Papers have already created a sensation.

Now—as applied to box coverings, gift wrappings, display papers, wall papers, greeting cards, lamp shades, etc., this new development offers you the opportunity to be first in your field with items of beauty, eye-appeal, quality and richness heretofore unobtainable.

Shown here are but a few of the beautiful effects and exquisite color schemes, available on most any type of paper, including cellophane, acetates, etc.

Costs are "in line." Design possibilities are unlimited. Chenille Papers work well and produce exquisite packages, make gorgeous gift wrappings, lamp shades, etc.

Your present paper supplier can get you full details about Chenille Papers, or write directly to the Artistic Flock Novelty Co.

THE ARTISTIC FLOCK NOVELTY CO.

86-94 FULTON STREET

PATERSON, N. J.

Peak!

*Ritchie Begins 1940 with Sales at an All Time High—
with a New Line Successfully Established—with more
Ability to meet Your Packaging Needs than ever before!*



THIS YEAR more products are being sold in more Packages by Ritchie than in any of the 74 years since the first Ritchie package was made. With Transparent Packaging an increasingly popular addition to the Ritchie line, more manufacturers than ever before are enjoying the *economy* of Ritchie's

large-scale production methods, the *sales value* of Ritchie's design and merchandising assistance, the *dependability* of Ritchie's helpful services.

If you are interested in better and more sales-producing packaging, why not find out what Ritchie can do for you, too?

W. C. *Ritchie*
AND COMPANY
8849 BALTIMORE AVENUE • CHICAGO

SET-UP PAPER BOXES
FIBRE CANS
TRANSPARENT PACKAGES

NEW YORK

DETROIT

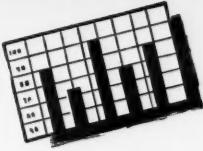
LOS ANGELES

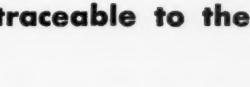
ST. LOUIS

ST. PAUL

DENVER

SHIPPING TRAGEDY NO. 8

After extensive market research  and a whirlwind dealer campaign  to drum up enthusiasm, A. B. Co. introduced a new product. A famous designer created the carton  but the company tried to save money  on "bargain" shipping containers. 

Investigation after the first shipments disclosed no dealer support  because the sales appeal of the new cartons  had been destroyed by CONCEALED DAMAGE  traceable to the "bargain" shipping containers!

INSIDE STORY...
"an advance step of
which this company
should be proud!"
— Packaging Parade
"may be a surprise
to many shippers!"
— Packing and Shipping
"interesting exposition
of most modern man-
ufacturing methods!"
— Modern Packaging

CONCEALED DAMAGE LOSSES often don't come to the attention of the shipper until their effects are felt in sales figures. Two common causes—shipping cases not suitable for the job, and cases which vary in fabrication strength—may now be side-stepped through the use of two methods developed by Container Corporation of America. "Packaging by Prescription" selects the correct case—and CERTIFIED FABRICATION guards against variation in case fabrication. Get the INSIDE STORY with this coupon!

CONTAINER CORPORATION OF AMERICA
111 W. Washington St., Chicago, Ill. Dept. MP-1

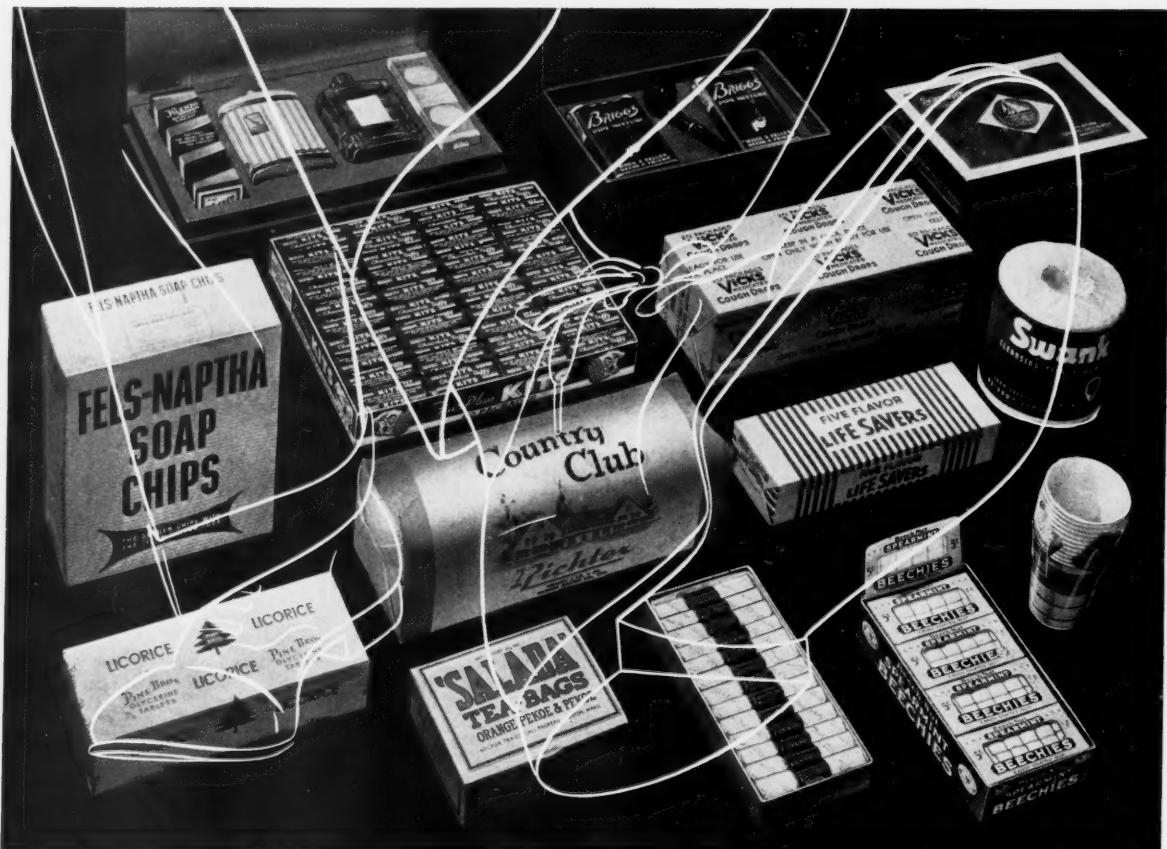
Please send me a copy of "INSIDE STORY," which explains the method of CERTIFIED FABRICATION.

Name _____ Position _____

Company _____ Address _____

CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS
NEW YORK • ROCHESTER • PHILADELPHIA • PITTSBURGH • CINCINNATI • CLEVELAND • DETROIT • PEORIA
BALTIMORE • LOUISVILLE • INDIANAPOLIS • MINNEAPOLIS • AKRON • WABASH • ANDERSON, IND. • NATICK, MASS.



Package Appeal!

PUTS YOUR BEST FOOT FORWARD

You'll find them on any grocer's shelf, on newsstands, in five-and-tens. Products that have "something" . . . are selling more than their neighbors. What is this "something"? In many cases we know of, it's this:

Someone, the customer's own designer or a creator on Nashua's staff gets an idea for a packaging paper from a newspaper article, a hat going by on top a Fifth Avenue bus, something people liked at the Fair.

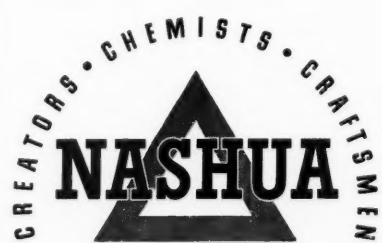
A Nashua chemist, responsible for the idea's physical form, maintains strict control over ingredients. Right "test" of wax, inks especially suited for cellophane, coatings and adhesives always uniform in quality.

The idea still can be ruined, for there's art to good presswork that is more than mechanics. But Nashua's pressmen are craftsmen . . . printing quality is the solid base of the package's new personality.

Three types of Nashua people . . . creators, chemists and craftsmen . . . help hundreds of world-leading products (and many a lesser one) put their best foot forward. Remember . . . the first look your customer gets at your product is the package it's wrapped in. Does your product have all the "package appeal" that it should?

FIRST STEP TO MORE SALES
IS READING THIS BOOKLET

Called "Make Paper Make Money for You", it contains any number of ideas for increasing sales value through improvements in packaging paper. Write Nashua Gunned And Coated Paper Company, Dept. M-1, Nashua, N. H. Kindly use your firm letterhead.



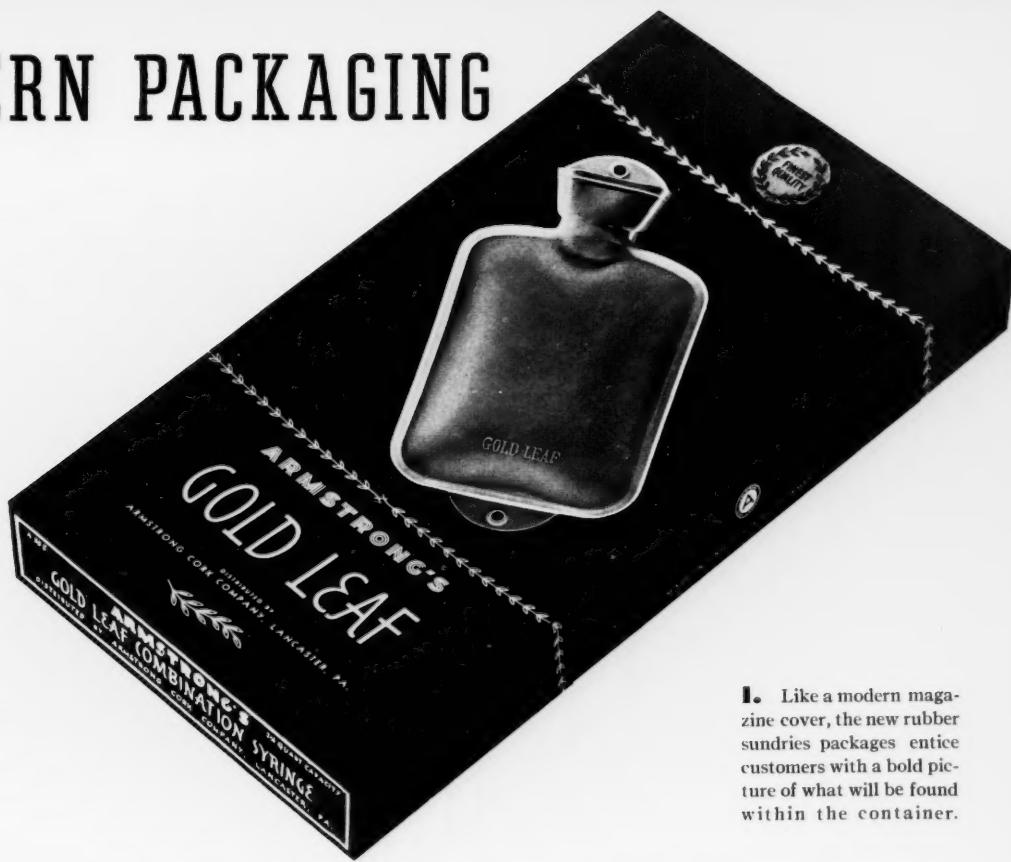
MAKES PAPER MAKE
MONEY FOR YOU

Look for the Triangle



Sign of a Nashua Value

MODERN PACKAGING



Like a modern magazine cover, the new rubber sundries packages entice customers with a bold picture of what will be found within the container.

Picture Packages Preferred

Armstrong research leads to the development of new rubber sundries line featuring product photographs on the packages

Packaging of consumer merchandise—widely accepted though it is as a sales asset—seldom has the opportunity to play as important a part as it does in the program for selling Armstrong Cork Company's new line of rubber sundries. This is partially due to the fact that the nature of the merchandise and its slowness in repeat purchases will not justify the use of expensive consumer advertising and partly because packaging is the only medium through which product quality can be visually promoted to the user in this particular industry.

Armstrong's activities in the rubber sundries field are a natural development arising from the acquisition of the Whitall Tatum Co. business in June, 1938. The Whitall Tatum Co. manufactured and distributed a rubber sundries line, including such items as hot water bottles, fountain syringes, ice bags, ice caps, infants' syringes, ear syringes and tubing, etc. The company

felt it was necessary to study ways and means for promoting these items in the process of developing a broader service to the drug trade.

Initial efforts, set in motion by S. W. Menefee, Jr., sales manager of Armstrong's rubber sundries department, were to ascertain what improvements could be made in the line for the benefit of both the consumer and the retailer. A survey was made upon the various classes of retail drugstores, department stores and housewives typical of the feminine purchasers of these products. Results of the survey revealed that retailers would welcome a group of packages with a family resemblance. In addition, the retailer required a container that would not only command attention through its attractive appearance, but one that would lend itself to either single or group and mass display without the use of elaborate supplementary counter and window material. Furthermore, it would be most important to

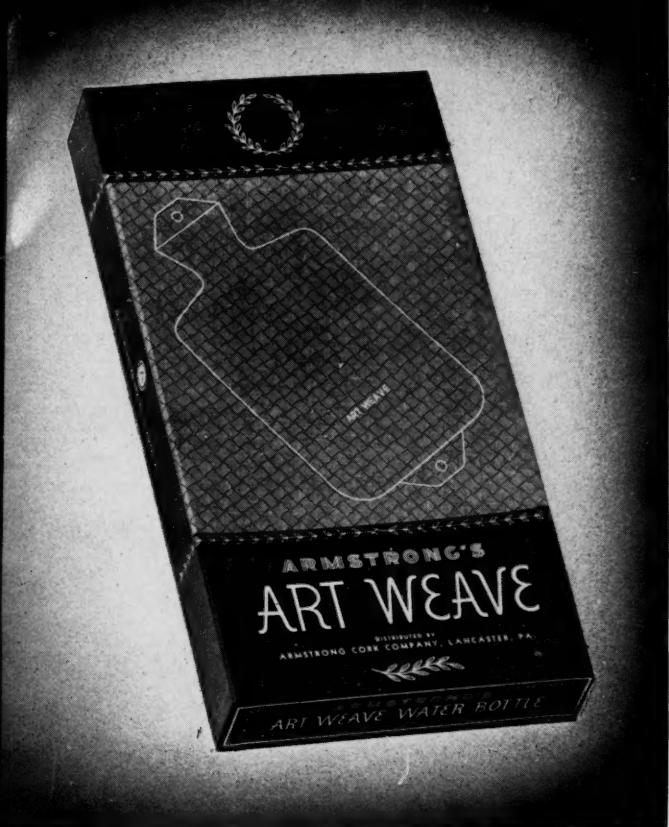


give the retailer a form of package that would enable him to "trade up" his customers to the higher quality and more profitable items.

During the time that this survey was taking place, the company's Bureau of Interior Decoration was studying and developing patterns that might be applied to new designs for the hot water bottle and fountain syringe lines. A selection of these patterns was checked for their appeal to feminine users of the products and the most popular numbers adopted for five new lines of water bottles and fountain syringes. It was then decided that the main features to be incorporated in the new containers were to be as follows:

1. The Armstrong name—which has been well known in the drug field and by consumers for over three-quarters of a century—was to be featured in the new packaging scheme.
2. A family resemblance was specified for all packages to emphasize the company name and to give the consumer a complete picture of the many items in the line when it is set up in mass display.
3. The containers should provide maximum protection for the merchandise (affected by sunlight), without sacrificing display value.
4. Colors selected were to be suggestive of the ethical nature of the products as well as to be appealing to women.
5. The construction, printing, etc., of the pack-

2



3

ages were to meet the requirements of practical, economical production methods.

With this check list as a guide, the first step was to select a typical product from the line and begin the task of setting a style for the new packages. Instead of beginning the designs with containers for water bottles and fountain syringes (items most commonly featured through attractive packaging in the rubber sundries industry), a throat or spinal ice bag was selected as the starting point for packaging. This was done because it was desirable to begin with a product typical of the items the company wished to bring to the front counter and window display. By establishing a packaging style with the throat or spinal ice bag, it was believed that the same design idea could be projected to all other articles in the line.

The initial activity in the development of designs and styles for the packages took place in the form of pencil notes and sketches worked out in many discussions. Various arrangements were tried and checked against the complete list of points developed from the preliminary survey work.

Since box making equipment is available in the factory where the products are manufactured, it was obvious that a set-up box would form the basic container. Various types of set-up boxes were obtained and studied with a view to determining their possibilities for developing a display package. All failed to yield any clue

2. While the same general scheme has been utilized throughout the line, the various grades may be readily distinguished both by difference in color shade and by change in type of illustration. The higher priced items of the Gold Leaf and Silver Leaf lines use actual photographic reproductions. The Quilt line uses non-photographic illustrations against a black background, while the Art Weave line uses a patterned background with an outline of the product set upon it. **3.** Attention has been paid to the dealer's problem in displaying merchandise within the open package. Thus hot water bottles snap into position over buttons attached to the box bases. Boxes may therefore be stood upright without danger of spilling the merchandise. **4.** Smaller packages preserve the same color and design scheme. Note how background contrast distinguishes the Gold Leaf from the Silver Leaf package.

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5. Varied size packages ordinarily present a problem. The new design scheme, however, permits the dealer to use them as virtual building blocks in creating window displays.



6



7

6. Small items are cartoned for ease storage or counter display. 7. Another member in the rubber sundries line is the Topper group. Bottles in this line are held in place behind transparent windowed partitions.

to attaining all the elements desired in the new package. The problem still existed—how could a set-up box do the job that was required?

It was a newsstand that finally provided the inspiration for the new package. "Why," queried Stewart Ireys of the company's advertising department, "couldn't we apply the idea of the picture magazine to the package? Pictures are the order of the day in consumer magazines as exemplified by weekly publications such as *Life* and *Look* as well as many others."

To test this idea, a photograph of the throat and spinal ice bag was prepared. The subject was given strong lighting to create sharp contrast in light and shadow areas, thus creating a dramatic effect and attention focusing power for the merchandise. Next, a rough layout of the correct box size was prepared and a glossy print of the photograph pasted into position. Suggestions for a color background were then worked out in crayon pencil and lettering styles indicated. Position and contents of copy were checked with the company's legal department to make certain they were in conformance with the new regulations of the Federal Food, Drug and Cosmetic Act as they apply to rubber devices. This rough layout was next submitted to the women employees of the Bureau of Interior Decoration to obtain immediate reactions and to further gain the benefit of expert feminine criticism with regard to color and style.

First reactions being favorable, the next step was to obtain an estimate of packaging costs by this method and, finding these to be in line, a professional designer was called and asked to render an accurate dummy of the proposed box. His cooperation was requested in developing further improvements in color, lettering and general packaging style. An entirely new arrangement and revision of every element was requested, providing the professional designer con- (Continued on page 112)



Left: The matching yarn and fabric, attractively presented on a cardboard tray, are plainly on view under the cellophane wrap. Right: The bottom of the tray provides space for photographic illustrations and informative data concerning the product.

Knit and Sew Kit

In which knitting enthusiasts get yarn for a sweater and fabric for a matching skirt—all included in the Botany Worsted Mills kit

The Botany Worsted Mills has been supplying knitters with yarns since 1889 and, through the years, has alertly kept pace with fashion trends by supplying popular yarn colors and suggestions for knitted wear. It was found that though fashion dictated different styles for women's clothes each season, the skirt and sweater ensemble continued to be a perennial favorite. Therefore the company decided that it would be profitable to merchandise fabrics, in colors duplicating the yarns, to enable women to make skirts to match the knitted sweaters.

Acting upon this merchandising idea, Botany put out perfectly matched fabrics to complement the woolen yarns. Though the fabric materials and the yarns were sold in the same department in the store, they were not always presented in conjunction with each other. Thus consumers were often not aware of the fact that they could purchase skirt material as well as yarn. The responsibility for informing the consumer rested with the salesclerk—a haphazard method of educating the potential purchaser.

Eventually Botany came to realize that not only were sales lagging, but the selling effort and presentation

were much too difficult. Analyzing the situation, the firm realized that a package might serve to bind together the fabric and yarn as one unit, thereby not only offering consumers matching materials, but suggesting to some the idea of a matching sweater and skirt set. This first package was simply a cellophane wrap, holding together the fabric and yarn. Sales were helped to a great degree, yet the package was found to be inadequate. Though it permitted visibility of the product—an important element—it was not sturdy enough to withstand rough handling for any length of time in the store.

Botany, therefore, sought a new package—one that would permit a full view of the product, but which would likewise be sturdy enough to stand up under harsh treatment. The answer was found by using a set-up box base. The yarn and fabric, attractively folded, are placed on this tray. A lid with the top cut away and only the corners remaining fits over the product. The small corner sections permit space for the imprinting of the company trade mark for identification purposes. The whole unit is then overwrapped with cellophane. Thus the product (*Continued on page 108*)



I. The new packages consist of open faced unit cartons set into attractive display shipping boxes with breakback top construction forming counter display panel.

Pruning Off Old Traditions

Seymour Smith & Son, Inc. find a study of old package faults aids in making the new "fault-proof"

Seymour Smith & Son, Inc. manufactures a complete line of pruning shears, pruning saws, grass shears and hedge shears. While the packaging of these tools had certainly not been neglected, improvements had been made from time to time on individual packages without considering the package group as a whole and without any correlated plan of action. Consequently, the packages showed a surprising variation in construction, color, design, lettering and methods of display.

The company, which had relied on its own organization and on box manufacturers for design ideas (which, coming from various sources, resulted in a jumble of design patterns), decided to obtain the services of a pack-

age designer to formulate a plan for redesigning of the entire line, to handle the actual designing so as to coordinate the various package units and to supervise selection of types of construction, materials, colors, etc. Designer Frank Condon was called in to tackle the job.

Complaints on old packages and suggestions for new were gathered from the company's sales organization, from wholesalers and dealers. Stores of some 70 hardware retailers were visited. Though much useful information was acquired from questioning dealers, the most valuable information was obtained through observation. This showed how dealers actually handled garden tools on the shelves and on display on counters and in windows and, most important of all, showed

that packages, which were theoretically ideal according to generally accepted standards of merchandising, often did not fit the special requirements of the hardware dealer.

When the information gathered was boiled down, the following main conclusions were arrived at:

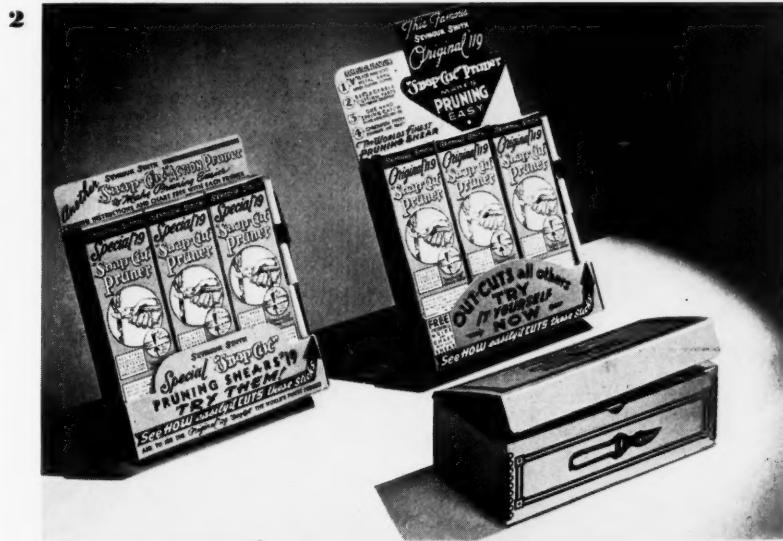
1. The hardware dealer carries tremendous stocks in a limited space. Consequently, relatively few items can be given space on counters. Displays which are compact and not too large have the best chance of being used by the dealer.
2. The dealer does not like display containers which are at all complicated to set up.
3. Though the dealer likes individual boxing of tools for easy wrapping, he knows the value of displaying the tool itself and frequently puts boxes, which do not permit a view of the tool, under the counter or discards them. A tool that can be seen and handled (men have a weakness for handling tools) is half sold.

It was further found that many of the individual pruning shear packages on the market had proved to be unsatisfactory and thus were not shown in conjunction with the tools, resulting in lack of company and

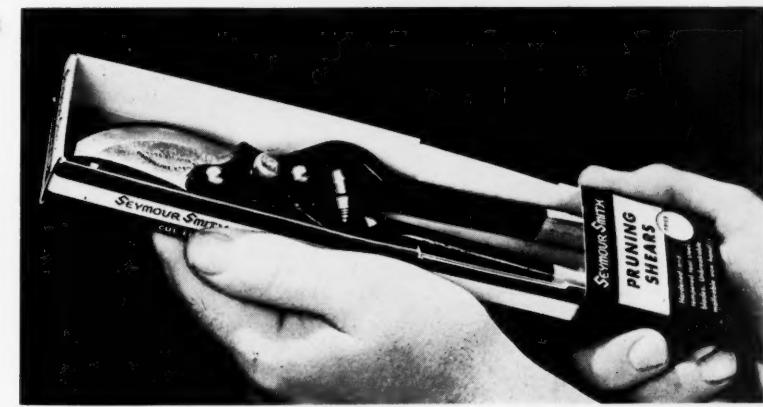
brand name identification and no selling copy. In some instances, it was found that when the tools were displayed with the package, the tool was placed on top of the container or, in the case of a telescope type container, the cover was turned up-side-down and the base inserted within. In both instances the printed message was obscured.

With the above points (and, of course, numerous minor ones) in mind, designer Condon determined the following plan of action:

1. Make the individual carton a complete display unit in itself.
2. Create a construction for an individual display carton that will encourage the dealer to display the tools in the box by making it extremely easy to do so. The package construction should permit the tools to be seen; allow the tools to be removed and tested; provide space on front face for company and brand name and essential selling copy; provide for incorporation of a printed insert; have sufficient strength to carry the heavy and pointed tools and occupy a minimum amount of space when stored in the plant.
3. Develop a simple design (Continued on page 110)



2. Old boxes were either of conventional shipper type, completely unsuited to display, or closed folding carton which substituted a picture of the product for a view of the merchandise itself. 3. The new trays are of folding carton construction with a sleeve designed to hold the product in place and to hold a folder on the back while permitting full product visibility. Note cut-backs on carton to lock sleeve in place.



Replanned Packing Floor

by C. H. BRECHIN*

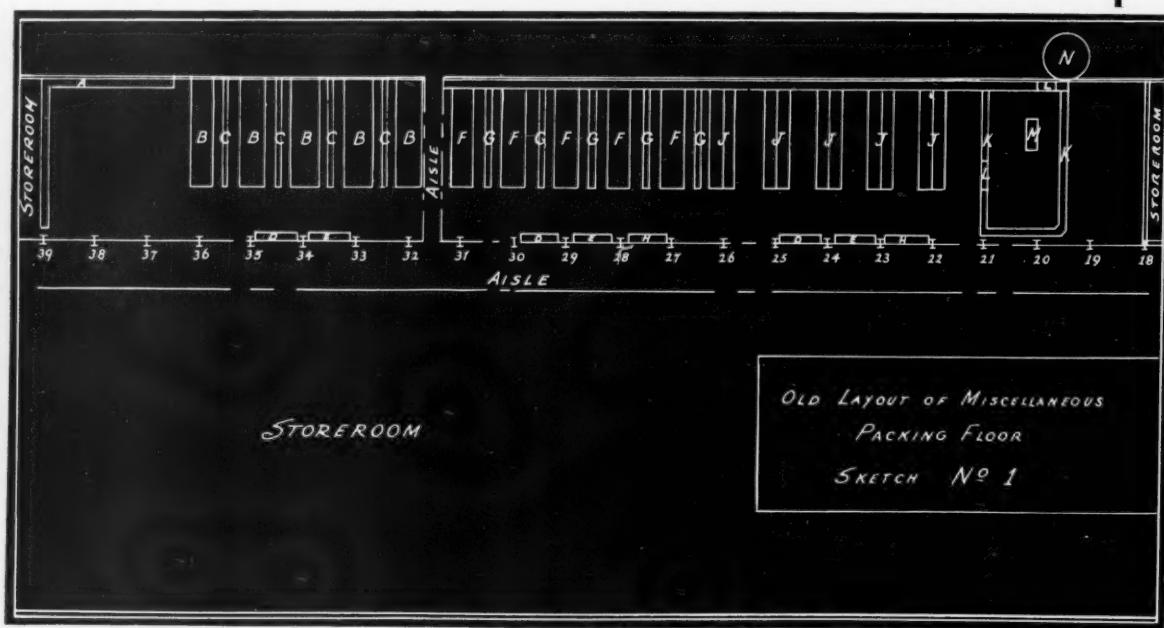
Westinghouse Electric and Manufacturing Co. uses time and motion studies to guide new layout of packaging rooms

MANY times a straight-line layout, containing a pleasing regimentation of machines, benches and conveyors, proves inefficient under the scrutiny of a time and motion study. Such was the case in the Westinghouse miscellaneous packing set-up for packing small stock parts up to and including 125 lbs. The layout, in effect, attempted to force the principles of straight-line production on a number of different packaging operations which had no relation to one another and could not be made to harmonize. Instead of obtaining top performance the output was gaited to the weakest link and considerable space was required to accommodate the layout.

* Factory Service Division, Westinghouse Electric and Manufacturing Co.

The old layout is shown in sketch 1. It required 21 bays of space, each 16 ft. by 25 ft., and consisted of a number of conventional shop benches arranged along a power-driven slat conveyor whose planned purpose was to convey packed materials from the benches to a marking and labeling conveyor for dispatching to the freight and parcel post floors. An analysis showed that the layout did not function that way. While some materials are ready to be shipped upon receipt from the production departments, most are packed for stock and shopping orders are filled from the storeroom. This meant trucks were stationed at each bench to receive the material packed for stock, thus impeding the receipt of materials to be packed for shipment, and the moving conveyor at the rear was continually

1. Old layout of the Westinghouse miscellaneous packing floor. Legend: (A) packing conveyor with monorail, heavy materials. (B) storage bench before packing large materials. (C) packing conveyor before packing large materials. (D) stuffing paper bin. (E) carton bin. (F) storage bench before packing medium materials. (G) packing conveyor before packing medium materials. (H) bin for storing received materials. (I) power transit conveyor. (J) standard bench for packing small materials. (K) label, final check, and banding conveyor. (L) scale, gross weights. (M) chute to parcel post room. (N) spiral chute to freight floor.
2. New layout of the Westinghouse miscellaneous packing floor. Legend: (A) incoming tray, large materials. (B) storage bench before packing. (C) packing conveyor, large materials. (D) tray for packed materials ready for storage.



congested with packed materials filled from stock in transit to the marking and labeling conveyor. The latter was a serious bottle neck because it lessened the progress of small rush orders to the gait set by the conveyor in handling the average order. No attempt had been made to provide benches consistent with the requirements of the various products handled so that, in addition to order scheduling, handling and floor-space problems, there were many wasted motions in the packing operations. A series of moves that would improve conditions, without seriously impairing production while in progress, were planned and put in motion.

The first step was to alleviate the congestion on the power-driven conveyor which was caused by using it to convey the large orders of packed materials issued by the storeroom to the labeling and marking conveyor. Like many similar investigations, the solution of this problem led to the improvement of other related ones. Following the path of an order, it was first gathered from stock onto a truck, moved to the end of the power conveyor, passed down the conveyor under power to the marking and labeling conveyor, checked again, labeled and marked and sent by chute to the freight floor, where it was assigned to a tray to be hauled to its respective loading platform. This was simplified by merely moving the trays located at the bottom of the



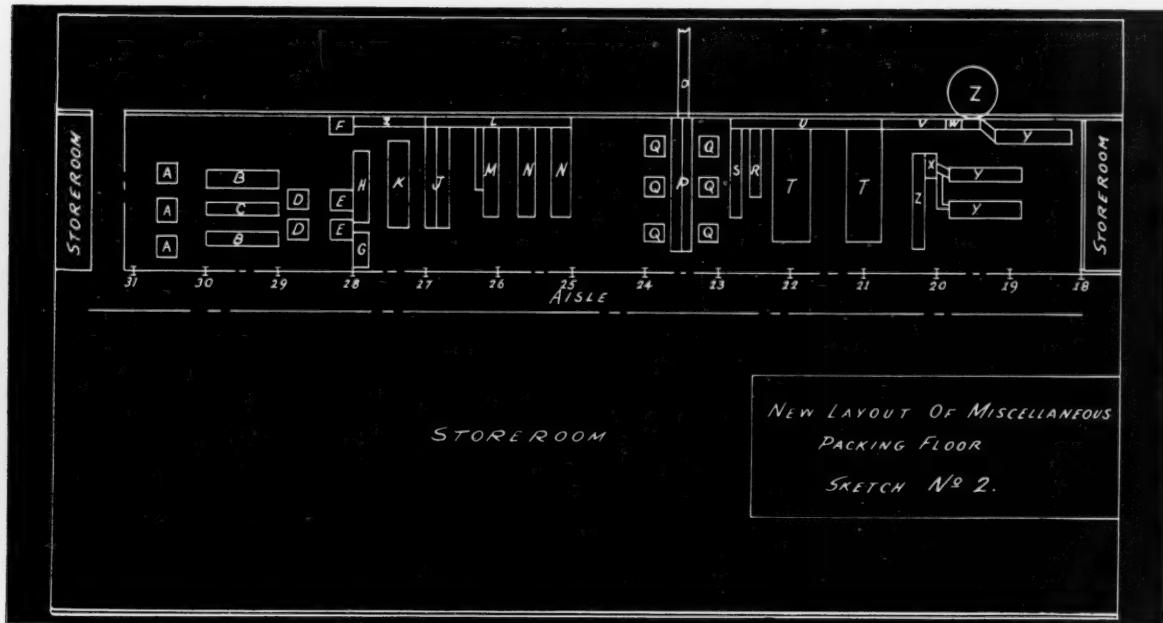
3. New type shipment bench. Note the accessibility of the various packaging materials and roller conveyor.

chute at the center of the storeroom so that the store's attendant, in filling the order, was able to label, mark, and load the packages onto the tray and thus eliminate many of the previous steps. Congestion on the power conveyor was reduced as a result of this particular innovation.

The second step was to separate packing for stock

(E) scrap boxes. (F) stuffing paper bin. (G) receiving bench for small lots. (H) bin for small lots awaiting packing instructions. (I) carton storage bin. (J) dispatch conveyor, incoming materials, large lots. (K) packing bench, small lots. (L) transit conveyor to benches. (M) packing bench, large lots, small materials. (N) packing bench, large lots, medium materials. (O) transit conveyor from assembling section. (P) dispatch conveyor. (Q) receiving tray. (R) storage bench for materials requiring special check. (S) conveyor for opening and repacking materials requiring special check. (T) shipment bench. (U) transit conveyor. (V) final check and banding conveyor. (W) scale, gross weights. (X) chute to parcel post room. (Y) shipment packing bench. (Z) spiral chute to freight floor.

2

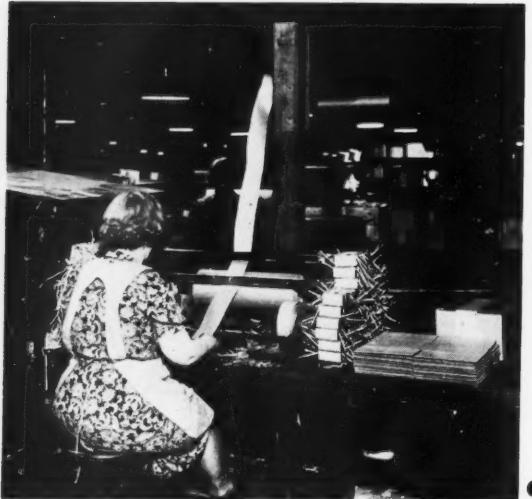




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4. New type shipment bench for larger packages. Note receptacles for storage of corrugated materials and discharge chute for shredded paper padding. 5. Redesigned stock bench. All materials are within easy reach of operator who need not rise from her seat. 6. Another new stock packing bench. Carton bundles sufficient for each order are dispatched to the operator. Paper and other accessories are close at hand.

from packing for shipment. This would eliminate the congestion caused by overlapping shipment packing and stock packing on the same benches and would permit the concentration of shipping benches close to the dispatch points and stock packing benches close to the storeroom. A floor rearrangement was thus made and owing to the different methods required for stock packing as opposed to shipment packing, benches were designed and installed to cope with requirements. The results were the conception of four types of benches—two for shipment packing and two for stock packing. Illustrations 3 and 4 show the new types of shipment benches and illustrations 5 and 6 the new type stock benches. In shipment packing, practically every package packed is different as to size, kinds of material and quantities. Thus the layout of the working area must give consideration to the selection of the carton, as well as to handling of the paper work on the order. In addition consideration must be given to securing accessibility to stuffing paper, wrapping paper, glue pot, sticky tape, etc., and for the disposal of the package. On the other hand, since stock packing covers a comparatively larger quantity, a bundle of cartons sufficient for the order can be dispatched to the operator and no arrangements are necessary to handle the paper work at the operator's position.

The third step was to remove the heavy container packing exceeding 75 lbs. from the layout. It was necessary, under existing conditions, to use a small hand crane to pick up the heavy units, to place them in the containers, load the packed containers on trays, and haul them to a crane runway to store. This was simplified by placing the packing operations within the crane runway.

The fourth step was to move the packing of a line of units, that had been getting damaged in transit from the assembly section to the packing floor, to the end of the assembly line. This not only reduced handling, but likewise gave the product protection in transit to the storeroom.

The fifth step was to rearrange the conveyors so that they would function effectively. There was no further need of the power-driven conveyor in the layout. Therefore it was placed between the assembly section and the packing floor. This eliminated the truck transportation from this point. A dispatch conveyor was set up to receive the small parts in tote-pan lots from incoming trucks for stock packing and to convey them to the individual packing benches. This eliminated laborious handling and kept the stock packing production flowing. Finally, a conveyor was set up to convey the shipment packages to the chutes for delivery to the parcel post and freight shipping floors. The complete layout is shown in sketch No. 2.

The new layout, though not presenting the straight line appearance of the former, has solved many of the past problems with little expense. The benefits achieved were increased output of 35 per cent, reduced floor space of 25 per cent and improved packaging and delivery dates.

Individual Portion Packet

A heat-sealed foil package is adopted for Barrington Hall prepared coffee

Although the design of most packages tends to accomplish one or more of the three functions of complete product protection, maximum consumer convenience and low packaging cost, there are a few developments, from time to time, which uniquely demonstrate a particularly good combination of all these features. One of the newest examples of such a package is the individual-portion, heat-sealed aluminum foil pack now being used by the Baker Importing Co. for its Barrington Hall instantly soluble coffee.

Since the correct preparation and flavor of this product depend upon delicate processing, it is vital that the characteristic qualities thus obtained be completely preserved until the coffee has been consumed. Light, heat, air and moisture all tend to have an unfavorable effect upon this food product and provisions must be made in packaging to completely guard against any such reaction that these elements might cause after the coffee once leaves the plant. Furthermore, the package must be sanitary and must, itself, impart no flavors or odors to the contents. It was

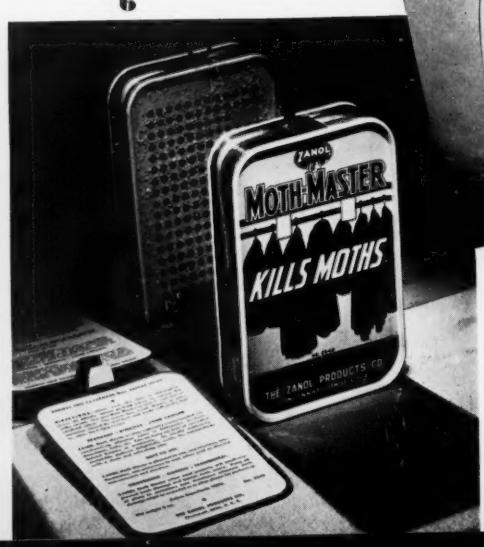
to these specifications of protection that the Barrington Hall package was designed.

A completely air-tight, moisture- and light-proof container is obtained by using a heavy aluminum foil, laminated on one side with a transparent cellulosic sheet and coated on the other side with a resin-base heat seal material. The cellulosic sheet serves the double purpose of giving additional strength to the foil and establishing a medium for attaching the outside labels. With the measured portions of coffee between the two squares of seal-coated aluminum foil which make up the package proper, the seal is accomplished by the simultaneous application of heat and pressure in a specially designed machine. Once the edges of the pack are sealed in this manner, they become absolutely impervious to moisture, light and air. Labels are attached in the heat-sealing operation.

A marked advancement in consumer convenience has been incorporated in the new Baker package. By packaging the coffee in one-cup portions, the necessity for measuring out quantities (*Continued on page 112*)

Instantly soluble coffee in a heat sealed, individual-portion aluminum foil package is the Baker Importing Company's newest contribution to product protection and consumer convenience.





Packaging Pageant

1 The pipe smoker who likes to vary his smoking pleasure by an occasional adventure into some new tobacco flavor or a mixture of several flavors will welcome this handy and attractive holiday package which is being sold by the American Tobacco Co. The assortment consists of five brands, each brand packed in a wedge-shaped tin container. The packages fit snugly on a circular base which may be used as an accessory on the desk or smoking table.

2 American boys and girls who carry their lunches to school are going to have a new companion this winter in the person of Walt Disney's Pinocchio; for Pinocchio, in addition to making his debut as a movie character in Disney's latest full length feature, also has taken a place as the principal decoration on these lunch boxes. The tin container is sturdily constructed and finely lithographed with Pinocchio on the cover of the box and other characters of the Pinocchio fable on its four sides. The box is fitted with an inner tray. Containers by the Owens-Illinois Can Co.

3 The counter cards and containers for The Ross Company's family group of Winx eye beauty products have been redesigned, four reasons for redesign being: a. To bring into family relationship different items whose packages were dissimilar because they had been added to the line separately over a period of time. This resemblance was achieved by utilization of a similar color scheme and a similar design treatment. b. To make the packages more feminine in appearance. This was achieved by the color shades selected—pink and dark blue replacing the former brilliant green, black and white. c. To bring the packages into harmony with current style trends. The angular style of pattern and the strong colors formerly used were transformed into more graceful motifs. d. To make the packages comply with Federal labeling and packaging regulations for the cosmetic industry. Essential information regarding the products has been incorporated on even the smallest boxes and labels. At the right in the illustration may be seen the newly designed Winx set as contrasted with the old unit on the left. Designed by De Vaulchier, Blow & Wilmet, Inc.

4 Grand Prix Bracer Bath, a product of Parfums Charbert, Inc., is packaged in a container designed to harmonize with the product name. The equestrian motif prevails. The bottle is so shaped as to give the illusion of a stirrup, this being accomplished by a clear glass spur outlined along the edge of the container. The front face of the bottle bears the head of a horse blown in glass. The bottom of the container is studded with glass hobnails.

5 The Whiting-Plover Paper Co. is calling attention to the fact that its permanized papers are made with Whiting Springs water, the water reported to be excellent for use in making fine papers. Being mailed to interested parties is a bottle of Whiting Springs water. The bottle is set in a wooden coaster finished in blue to harmonize with the bottle label. For

safe shipment, the bottle fits into a fibre can with tin bottom and a tin screw-on closure. A wrap-around label depicts a view of Whiting Springs. A die-cut corrugated disc fits over the bottle neck to hold the bottle firmly in position within the fibre container. Fibre container by the Sefton Fibre Can Co. Bottle by the Owens-Illinois Glass Co.

6 Used properly, the Zanol Moth Master is said to prevent moth damage and to banish moth worry. Packaged in a convenient container, the Moth Master is easy to hang in the closet or in bathroom, kitchen, hall, etc., to counteract offensive odors. The container has tin front and back panels with fibre sides. The front panel of the package bears the product and company name. The back panel has a perforated tin panel which is covered with an informative label. The label, once instructions have been read, may be easily removed, a tab being provided to facilitate removal. Container by the American Can Co.

7 Recognizing that new sanitary regulations make new or additional disinfecting equipment necessary in many barber shops, the Herpicide Co. has developed a disinfectant—an ornamental glass container 3 in. wide and 9 in. tall, with a Bakelite cover and base. On the front face of the glass container is red applied lettering with a red cross as the insignia of sanitation and sterilization. A Bakelite rod and tray are provided for easy removal of the barber's implements. A jar of Herpicide disinfectant tabs are supplied packaged in a small sized jar. Disinfectant unit and tab jar manufactured by the Owens-Illinois Glass Co.

8 An important feature of the new Worcestershire sauce container now being used by Evangeline Pepper & Food Products is the label which is placed on the bottle by the applied color lettering process. The label consists of ceramic paints applied on the bottle by a screen process and then baked into the glass, thus making the label a permanent part of the bottle. The new container—seen at the right—is of amber glass with a special neck mold to facilitate pouring of the sauce in measured quantities. The bottle is topped by a molded closure. Bottle designed and produced by the Owens-Illinois Glass Co. Closure by The Grigoleit Co.

9 The Leisy Brewing Co. has recently introduced its new premium product, Dortmunder Style beer. As it is a new product, it makes its debut in a new package. An embossed aluminum foil capsule in a green gold color sets off the top of the bottle. The capsule color is duplicated in the neck label which is lithographed with a crest in light maroon. The same color combination is carried out in the large label. Corrugated 6-bottle cartons fitted with integral carrying handles give greater consumer convenience and serve as a merchandising feature. Foil capsules by the Aluminum Seal Co. Labels by the Northwestern Lithographing Co. Corrugated cartons by the Container Corp. of America.



Packaging Pageant

10 Afloat in the market are newly styled LaGarde billfolds for the ladies. The packages, in which the billfolds as well as cigarette cases, key cases, etc., are merchandised, were designed to appeal to the feminine purchaser. This appeal was achieved both by a color combination soft in tone and by simplicity of design. The base of the set-up boxes is a soft shade of rose, the cover lime yellow and the design restrained to the use of the company and product name as decorative elements. The rose tone for the base was selected because it is neutral and thus does not "fight" the various colored leather billfolds, key cases, etc. The design, being simple, may be easily utilized effectively on any size of container. Packages designed by Advertising Art Studios. Boxes by Ira L. Henry Co. Paper stock by Wyomissing Glazed Paper Co.

11 Sharp & Dohme have given the medical profession a new remedy for cases of hookworm, pinkworm and whipworm. This new product—known as Hexylresorcinol Crystoids—is packaged in glass vials, each vial containing five pills. Six vials are packaged in a carton, the base of which is so provided with partitions as to hold the glass vials snugly during shipment to avoid breakage. The vials are provided with wrap-around labels and molded closures. Vials by the Kimble Glass Co.

12 Sarane hand cream is a new entry into the beauty shop field. According to Sarane, Inc., who distribute this product exclusively to beauty parlors through beauty supply houses, it is a scientifically protective cream, developed and made in the E. I. du Pont de Nemours & Co., Inc., laboratories. The package is simple and modern in appearance, carrying product identification, reduced to a minimum, on the label. The jar is opaque, the whiteness of the container emphasizing the cleanliness of the product. Containers designed and manufactured by the Hazel-Atlas Glass Co.

13 The Gruen Watch Co. has redesigned its gift display containers to present its watches to their best advantage. A deep shade of blue is utilized on the molded plastic container, offering a striking background for the watches nested in the velvet covered base of the display container. Design is simple, the streamlined appearance lending itself to effective mass display on counter or in window. Boxes molded by Plaskon by the Rathbun Molding Corp.

14 The new Yardley & Co., Ltd., shaving bowl has been especially designed for travelers. The size of the container is small so as not to take up too much space and provision has been made to absorb the moisture of the soap so that it will dry quickly. The soap is neatly encased in

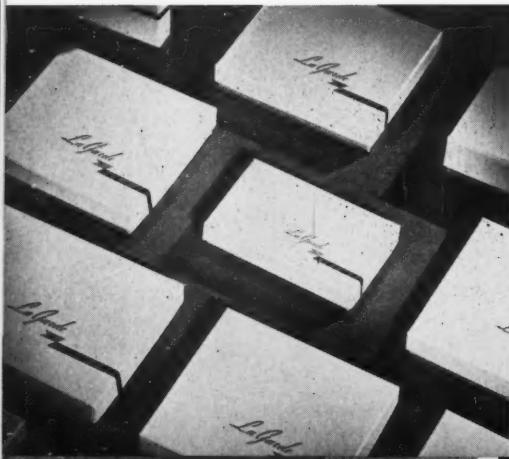
a flat round wooden container which fits inside an ivory plastic base. This base has been designed to keep the soap container well ventilated and to dry the soap quickly. Note the hole in the bottom of the plastic unit. A green plastic screw cover fits over the ivory base, a blotter fitting into the cover to further aid in absorbing moisture from the soap. Design motif on the cover is simple, the company trade mark and name being sole decoration. Plastic bowl by the Armstrong Cork Co.

15 Enterprising Propper-McCallum Hosiery Co. came forth with a practical holiday package. A folding carton, suitably decorated for Christmas, was made of a size to receive the company's regular sales package containing three pair of hosiery. This outer carton—known as Yule Tag—was given away free with the purchase of a full box of stockings. Thus the unit sale tended to increase from one or two pair of hose to a full box of three pair. The back panel of the Yule Tag bears space for the insertion of a message or address. One end of the carton is equipped with a red cord to increase the simulation of a tag design. Cartons by the International Folding Paper Box Co.

16 The Ethel Wallace Sales Co. is offering men a new toilet water known as Mezquite Splash. Predominant scents in the product are definitely masculine—saddle leather and Havana tobacco. The product name and scent suggested the package design. The bottle is a sturdy unit with a closure made of California Redwood, secured with Indian tan leather thongs. The bottle fits into a soft suede bag tied with a rawhide drawstring. The brand marks on the bag are reproductions of authentic branding irons. The suede bag with its bottle fits into a wooden box. The design of the box is a figurative representation of a feed box. It is made of California Redwood and is branded with hot irons with ranch brands and with the names of western towns. The lid is held in place by means of leather thongs.

17 A new innovation—ice cream in a factory sealed package. A pint sized fibre can with tin ends is packed and sealed in the factory. Fortune's Inc. thus assures its customers a product which is factory fresh and factory inspected. A tear string opening device is utilized, further guaranteeing the consumer a fresh product, since once the string is pulled and the package opened, it cannot be reclosed again. Fortune's Gold Seal package, with its unique features—"sealed in flavor," "sealed in the plant for consumer protection," "zip the string and the package is open,"—has been enthusiastically received on the market. The labels are of the wrap-around type, with instructions for opening plainly printed thereon. Containers by the Sefton Fibre Can Co. Labels by Wurzburg Brothers.

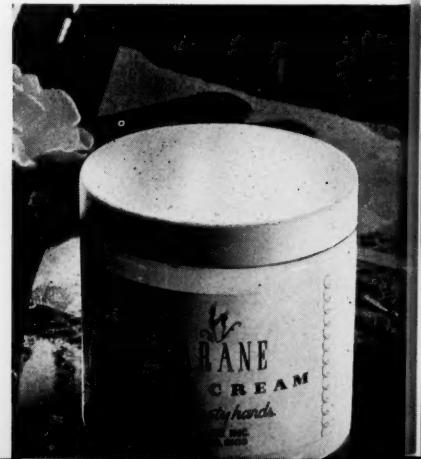
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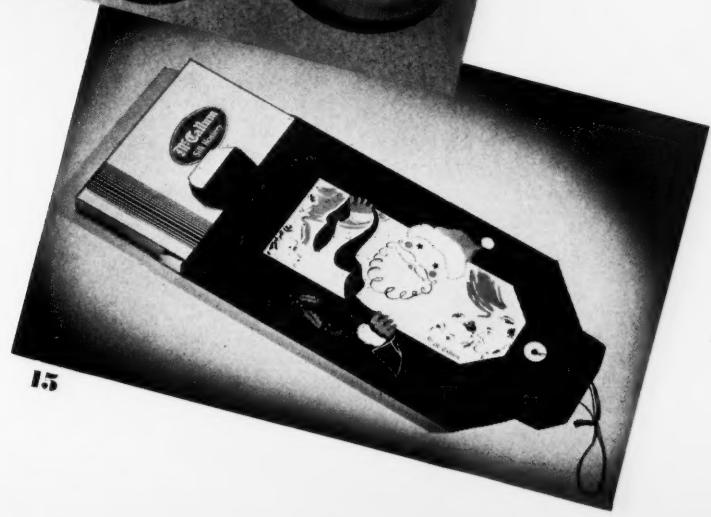
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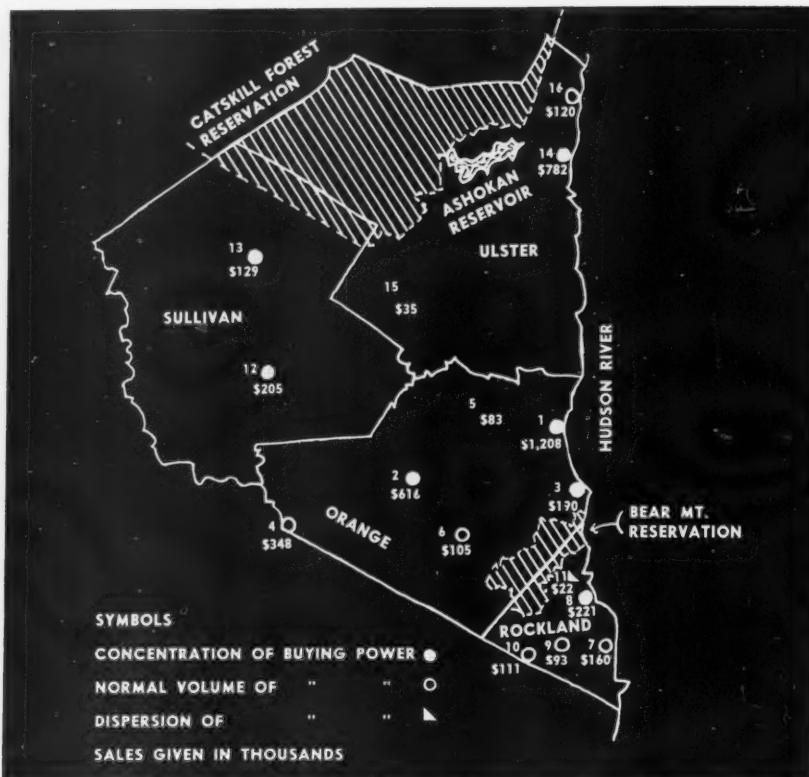


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The map shows concentration of buying power in four rural New York counties, thus serving as a guide for sales managers in the concentration of display distribution efforts.

Yardsticks to Guide Sales Efforts

by LINCOLN JONES*

EDITOR'S NOTE. The author of this article, Mr. Lincoln Jones, has developed a system of market area analysis which is unique in a number of respects. This description of the general outlines of Mr. Jones' theory is presented in *Modern Packaging* because it suggests lines of thought which should prove particularly useful to sales managers confronted with display problems or promoting packaged products in new areas.

No doubt there will be those who challenge Mr. Jones' statistics, his reasoning and his conclusions. Yet none, we believe, can challenge the necessity for analysis of this general type which would make it possible for manufacturers and marketers to distribute their goods and place their displays most effectively and most economically, with a maximum of circulation and a minimum of waste.

Whether or not Mr. Jones has pointed out the royal road towards such a Utopia, we are not qualified to say. But all those seeking to progress at least a step along that road will find much that is provocative of thought in this lucid analysis.

*Director of Research, Kindred, MacLean & Co., Inc.

Package designs without people to see them are completely meaningless. Displays without people to be affected by them are an absurdity. Yet all too many packages and displays languish on shelves or in windows where they cannot be seen or where they can be seen by only a limited number of people. To secure the opportunity to affect consumers is the constant problem of all merchandisers—so much so that to merely state the problem seems trite.

Yet making the opportunity for attracting and affecting consumers is a part of the cost of distribution and practical economy makes it necessary to obtain as many opportunities for each package or display as possible for the lowest cost.

In other words, distribution is something that is bought with representatives' salaries, commissions and expense accounts and wholesale discounts. *How much distribution can be bought for a certain amount of*

money? What quantity of exposure to buying power can we obtain for the package?

Such elementary reasoning first led to consideration of Buying Power Exposure as a unit of measuring the quantity that may be bought for a dollar by various means. It is quite obvious that exposed to \$1,000,000 of buying power, any package will stand twice the chance of being sold as it will have if exposed to only \$500,000 of buying power. Intensive study of available material indicates that it is possible to buy this exposure in all sorts of quantities per dollar of cost, depending on the means selected.

The main question arising is one that has haunted merchandisers from the beginnings of mass distribution methods: "How can we measure the 'circulation' of retail outlets in advance of actual distribution?" Many methods are in use, principally those based on population or those based on the annual volume of business per store.

By substituting the idea of Buying Power Exposure for the very loose term, "circulation," a method was evolved, combining population and sales volume, which, in practice, gets closer to the truth of where packages receive the most opportunities to attract attention—the maximum Buying Power Exposure per dollar of cost.

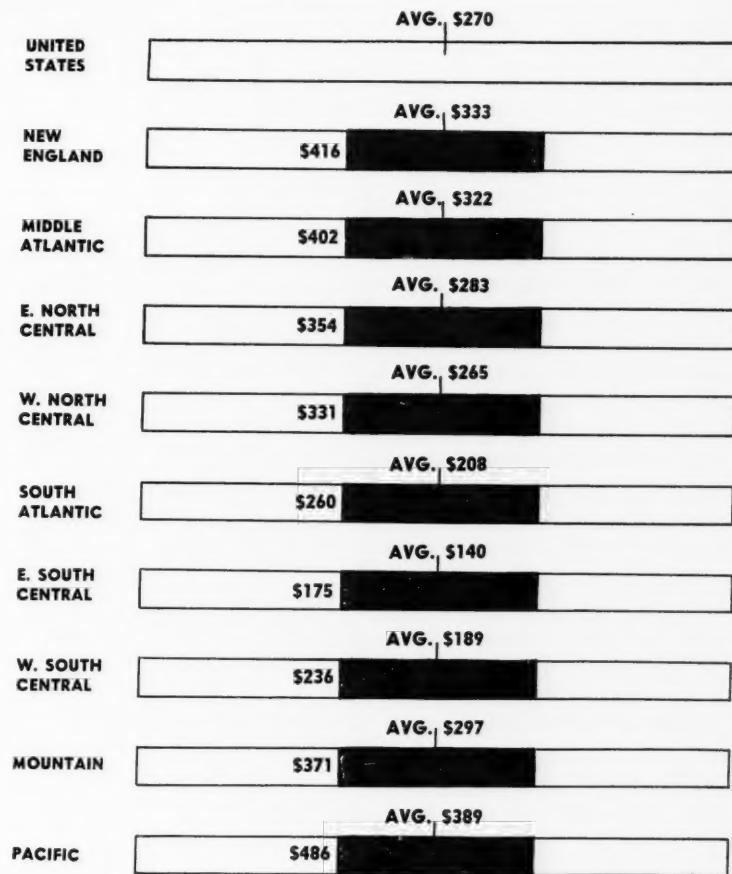
The Yardsticks

Any measuring device must be based on a standard scale in units of which all comparisons are made. We cannot compare a distance in inches with another distance in centimeters without converting one or the other. The comparison in uniform terms is always a ratio. That is, we automatically think of four inches compared to two inches not only as larger, but as *twice* as large and in the same *ratio* as ten inches to five inches. We also think of each distance as related to the standard inch.

The point so simply illustrated is retained in any process of comparing quantities by measurement. It must be retained in any method of measuring Buying Power Exposure.

The standard scale for measuring Buying Power Exposure, within practical limits, already exists in the U. S. Census of Distribution—1935. The Census of Distribution is taken every four years and provides a complete enumeration of retail stores and sales by states, counties and towns of 2500 population or more. This makes possible revisions of the scale from time to time; and adjustments to the normal shift of masses of buying power *before* those shifts become noticeable in distribution problems.

1. Based on the average retail sales per capita in 1935, it was decided to make a separate yardstick for each of the nine conventional groups of states. This chart shows how these averages, in dollars, of total retail sales per capita for each group and comparison of each average compares with the average for the United States as a whole.



| | | | | |
|------------------|----------|----------|--|---------------|
| NEW ENGLAND | \$34,400 | \$20,650 | | AVG. \$27,500 |
| MIDDLE ATLANTIC | \$33,800 | \$20,240 | | AVG. \$27,000 |
| E. NORTH CENTRAL | \$34,800 | \$20,950 | | AVG. \$27,850 |
| W. NORTH CENTRAL | \$32,700 | \$19,600 | | AVG. \$26,150 |
| SOUTH ATLANTIC | \$36,250 | \$21,400 | | AVG. \$29,000 |
| E. SOUTH CENTRAL | \$34,800 | \$20,900 | | AVG. \$27,900 |
| W. SOUTH CENTRAL | \$40,500 | \$24,250 | | AVG. \$32,400 |
| MOUNTAIN | \$29,600 | \$17,800 | | AVG. \$23,700 |
| PACIFIC | \$35,800 | \$21,550 | | AVG. \$28,700 |

2. This chart illustrates the yardsticks, based on the Census for apparel outlets. This classification includes men's furnishing stores, men's clothing and furnishings, family clothing, women's ready-to-wear, furriers and fur shops, millinery, custom tailors, accessories, shoe stores, etc.

3. This yardstick was constructed exactly as the first two, from the Census data. It is applied in the same way to sales per capita for any particular class of outlets, in any town. This particular chart illustrates the yardstick applied to filling stations.

| | | | | |
|------------------|---------|---------|--|--------------|
| NEW ENGLAND | \$17.60 | \$10.60 | | AVG. \$14.10 |
| MIDDLE ATLANTIC | \$16.00 | \$9.60 | | AVG. \$12.82 |
| E. NORTH CENTRAL | \$20.20 | \$12.10 | | AVG. \$16.15 |
| W. NORTH CENTRAL | \$30.50 | \$18.30 | | AVG. \$24.40 |
| SOUTH ATLANTIC | \$12.40 | \$7.42 | | AVG. \$9.90 |
| E. SOUTH CENTRAL | \$10.15 | \$6.10 | | AVG. \$8.13 |
| W. SOUTH CENTRAL | \$17.52 | \$10.52 | | AVG. \$14.03 |
| MOUNTAIN | \$27.10 | \$16.30 | | AVG. \$21.70 |
| PACIFIC | \$29.10 | \$17.50 | | AVG. \$23.26 |

To construct a scale of Buying Power Exposure from the Census of Distribution, we must first establish a unit that will combine both population (the number of consumers) with retail sales (the amount of money spent by consumers in retail stores). This is accomplished in dividing retail sales by population to find the *retail sales per capita*.

"Retail sales per capita" has been interpreted in many ways. We have utilized it to disclose, broadly, the movement of buying power from *where it lives to where it spends most*. It will be shown that there is a vast difference between the two places. *Consumer purchases tend to concentrate at certain points*. So marked is this concentration, that knowledge of the *degree of concentration* is of major importance in attacking the distribution problem in any territory for any given product.

The "average sales per capita" are taken as normal or 100 per cent for the moment. Because the average ability to buy varies from one part of the country to another, we must take that variation into account. In this case after much experimenting, it was decided to make a separate yardstick for each of the nine conventional groups of states, based on the average retail sales per capita in 1935 in each group. (See Fig. 1.) This illustration shows how these averages, in dollars, of total retail sales per capita for each group and comparison of each average compares with the average for the United States as a whole.

This is a sensitive measure—but not sensitive enough. The state groups are so large that there are bound to be variations in ability to buy from one part of any group to another. The causes of these variations are not all known and those known are not measurable on a uniform scale. To allow for these variations, therefore, each average was expanded into a "descriptive" range. This range was arbitrarily, but uniformly, applied to

the average total retail sales per capita in each individual state group as 25 per cent above the average to 25 per cent below.

Thus, having determined the average total sales per capita for the South Atlantic States at \$208; 125 per cent of this is \$260 and 75 per cent is \$156. Any town in which total retail sales per capita falls between these two limits is considered as having a retail volume equal to the average buying power of the area's entire population.

Likewise, a town with sales in excess of \$260 per capita anywhere in the South Atlantic States undoubtedly benefits from a considerable patronage flowing in from beyond its corporate limits. It is a shopping center, a concentration of retail trade and a *pitiful point* of promotional influence.

Any town with per capita below \$156 on the other hand quite obviously loses a part of its resident buying power to the retail stores located in neighboring shopping centers.

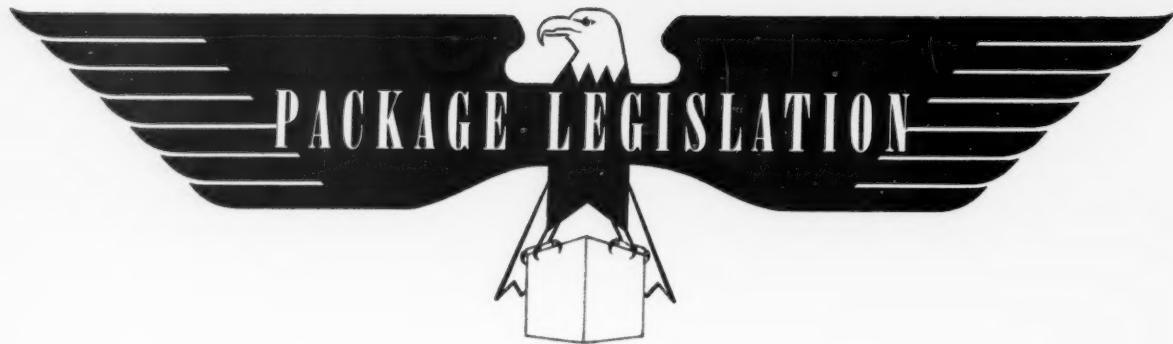
The truth of these conclusions has been supported by tests. Furthermore the treatment is nothing more than the standard survey technique in reverse. If conclusions drawn from a sample cross-section are valid for an entire market, conclusions drawn from an entire market should be valid for a cross-section. That a town is a valid cross-section is not only reasonable but most likely. Towns reputed wealthy will be found to have their full quota of relief families and a husky back-bone of population in the lower income brackets. Resident wealth has been found to be no index at all of the retail importance of any town. Finally, wealth of itself confers the means to travel far afield looking for bargains.

The yardsticks now provide three broad calibrations:

1. Concentrations of retail sales—or from the viewpoint of mass distribution (Continued on page 114)

4. The final summary of retail drug stores and sales in the New England States is illustrated in this chart.

| Group | No. of Towns | 1930 Pop. | % | 1935 | | (add 000) | % |
|--------------------|--------------------|--------------|------|----------------------------------|--------------|---------------|--------------|
| | | | | 1935 No. of Drug Stores | % | | |
| I | 110 | 4,964,439 | 60.8 | 2,633 | 68.0 | 68,695 | 74.5 |
| II | 40 | 377,200 | 4.6 | 165 | 4.3 | 4,158 | 4.5 |
| III | 70 | 841,425 | 10.3 | 339 | 8.7 | 5,764 | 6.3 |
| No drug stores | 4 | 21,761 | .3 | | | | |
| Urban | 224 | 6,204,825 | 76.0 | 3,137 | 81.0 | 78,617 | 85.3 |
| Rural | | 1,961,516 | 24.0 | 731 | 19.0 | 13,474 | 14.7 |
| Total | | | | | | | |
| New England | 8,166,341 | 100.0 | | 3,868 | 100.0 | 92,091 | 100.0 |



Carton Size Formulae

An instance of cooperation between the Food and Drug Administration and an industry-wide group of packagers has recently occurred in the establishment of a definite form for determining carton sizes for tubes. The necessity for such a determination arises from the clause in the Federal Food, Drug and Cosmetic Act respecting deceptive packages. It was necessary that some ratio or relationship between tube size and carton size be set up, so that manufacturers might know, in advance of production, that cartons would not be seized as misbranded and so that machinery might be adjusted to the necessities of the new formulae, new carton sizes, etc.

The situation came to a head some weeks ago when the Food and Drug Administration began to seize various brands of toothpaste as a beginning of the institution of test cases. In line with the program adopted by the Packaging Institute at its October 1939 meeting (which provided for cooperation between the Institute and the Government on matters relating to technique of packaging), a committee was appointed to work with the Government. William M. Bristol, Jr., was appointed chairman of the committee, in his capacity as president of the Institute. Working with him were J. Y. Lund of the Lambert Pharmacal Co., K. T. Krantz of the Colgate-Palmolive-Peet Co. and H. F. Woulfe of the Pepsodent Co. (*Continued on page 64*)

Proposed Carton Standard Specifications for Tubes larger than $5/8$ " diameter inserted at an angle

D = diameter of tube

CL = width of clip = $1/2\pi D$

Q = tolerance in width of carton = $3/32$ "

P = tolerance in height of carton = $4/32$ "

N = approx. position to which clip will fall after tube is inserted in carton

α = angle made by clip with bottom of carton

L = length of tube

C = length of carton = L + R

R = tolerance in length of carton = $7/32$ "

Because there is a fixed relation between the angle α and the vertical height of the clip above the bottom of the carton, *any* tube of *any* diameter inserted at angle α (approx. $37\frac{1}{2}$ °) will have a vertical height of the clip equal to the diameter of the tube. Therefore, the standard depth of cartons for tubes inserted at angle α will be

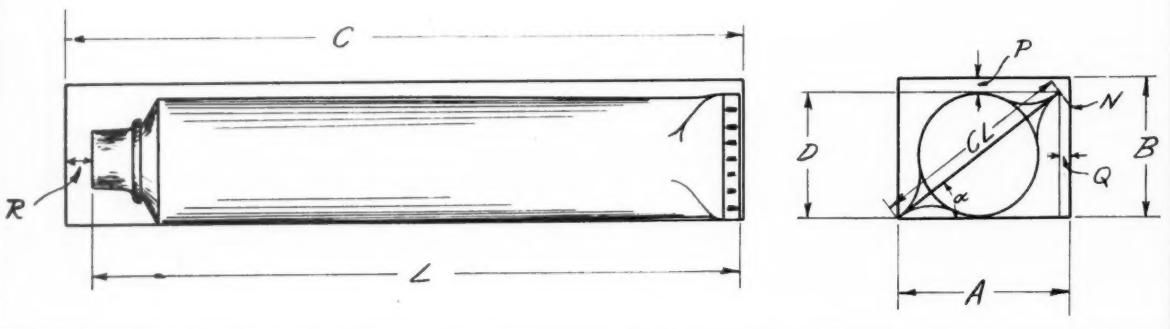
$$B = \text{depth of carton} = D + P = D + \frac{4}{32}$$

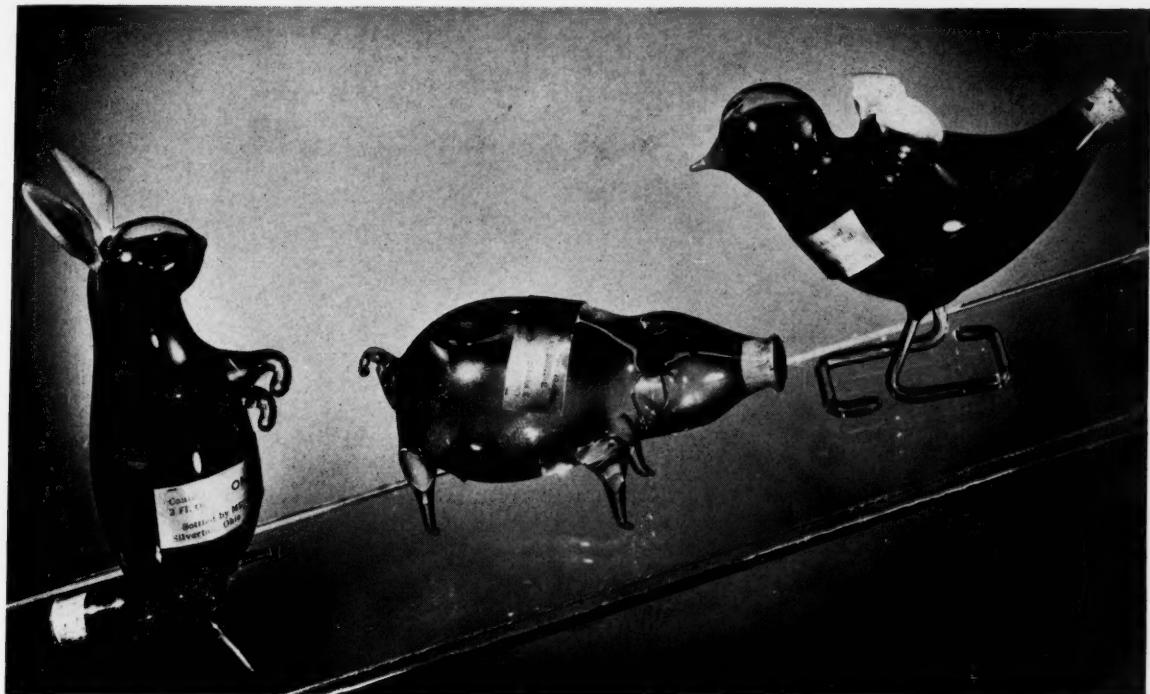
Similarly, the relation between the horizontal projection of the clip on the base of the carton and the angle is fixed. The standard width of cartons with tube inserted at angle is determined as follows:

$$A = \text{width of carton} = .7934CL + Q$$

Inasmuch as the length of the clip CL can be expressed in terms of the diameter D then

$$A = .7934 \cdot \frac{1}{2}\pi D + \frac{3}{32}$$





Three of the series of light weight glass animals utilized to sell and sample Meier's wines.

Barnyard on the Table

Miniature animals attract consumer attention for products not usually afforded prime display positions

European novelty glassware has been used in years past, to a limited extent, by American perfumers and by a few other firms here and there for holiday novelty merchandise. On the Continent, wine and liquor houses have in the past used little hand blown figures representing barnyard animals for novelty packages and Meier's Wine Cellars, Inc. this year decided to attempt similar novelty figures in the American market.

After months of research, a local source of supply was found, capable of blowing and forming figures of a quality equal to, if not better, than that formerly obtainable in Europe. These figures include a little glass sparrow with curved legs permitting it to stand firmly and with a tail through which the product is poured or removed. A little glass pig stands on four stubby glass legs and boasts a stubby curlicue tail. The neck of this bottle is formed by the pig's snout. A rabbit-shaped container can stand either on its four legs or erect, in begging position, on its hind legs and tail. As in the

case of the bird, the tail here forms the neck of the bottle. Closure is effected through the use of a small cork which adds to the picturesqueness of the container, particularly in the case of the pig where it forms an integral part of the picture. Each bottle is appropriately labeled with printed foil, the label positions being selected to fit in with, rather than to destroy, the general effect.

The items, it is reported, have met with remarkably favorable acceptance. The novel appearance has won them window and counter display prominence not ordinarily accorded by liquor dealers to wine products. It has likewise won purchase from consumers who had not previously sampled the company's products and has thus served as a unique advertising medium for the promotion of the Meier company's more conventionally packaged items.

Credit: Glass figures by Marianna Von Allesch Glass Co. Corks by Armstrong Cork Co. Labels supplied by Jaeger Printing Co.

War and the Glass Packager

Users of imported glassware are finding American industry fully able to meet their requirements

The packaging industries in America have for many years stood so far in advance of foreign standards that the war situation in Europe has had but little effect upon American packagers. With the possible exception of rubber and tin and, to a much lesser degree, wooden pulp, the basic materials which go into packages are domestically produced and thus the shutting off of foreign sources of supply has had no effect upon the availability of such materials.

In one section of the packaging picture, however, there has been, in the past, some degree of dependence upon foreign suppliers and Modern Packaging has, in recent months, been confronted with numerous inquiries regarding conditions in this field, namely, glassware or the perfume bottle division of the glass industry. To answer these inquiries, Modern Packaging has consulted with a large number of importers and domestic producers of glassware and with the major users, in the past, of imported glassware. To summarize the conclusion of this survey let it be said that no major dislocations have occurred in even this field. The war clouds which hovered over Europe for a number of years and the successive absorption into the German sphere of two of the countries serving as major sources of imported glassware—Austria and Czechoslovakia—have forewarned the users of imported ware and they have thus been able to prepare themselves for the final blow of a general European war.

The third important foreign source has always been France. While supplies are not completely shut off, by any means, in respect to French production, the war has, of course, had an effect upon both cost and deliveries. Most former users of imported glassware report that they have made plans—which are already in effect or will be put into effect as present stocks are exhausted—to utilize American sources of supply as substitutes.

Thus one large cosmetic firm, selling in the middle price bracket, reports that it still has several months' supply of perfume bottles that were imported from Czechoslovakia prior to the disappearance of that country. These were handblown, cut-glass containers and were quite expensive. This company is now working on a new package which will be produced in America, but suggests that direct comparisons, in this particular case, would not be quite fair since its desires have changed somewhat and the new package will be of a much simpler type and will cost from one-sixth to one-fifth as much as did the elaborate older containers.

Another cosmetic firm, selling in the higher priced bracket, covers the situation most adequately in a

single sentence, to wit, "We have used both imported and domestic glass containers and bottles and have found the domestic ones more suitable."

Another cosmetic firm puts the situation in these words, "For some years now, we have been endeavoring to develop the American glass manufacturers to make the type of bottles we want and with fairly good success. Consequently, we have not in any way felt the shutting off of Czechoslovakian and French glassware. In our opinion, any reasonable demand for cosmetic glassware can be made by American glass manufacturers at a satisfactory cost."

A major producer, reaching the mass perfumery market, makes the following comments, "There are several packages made by the European process which could not be duplicated in this country. Whether patents prevent the machines from coming in or whether the labor involved would make the prices here prohibitive or whether the softer fluid glass used in Austria and Czechoslovakia permits of blowing that cannot be undertaken in this country is a question we cannot answer. The fact remains that they can make bottles over there that cannot be duplicated in this country.

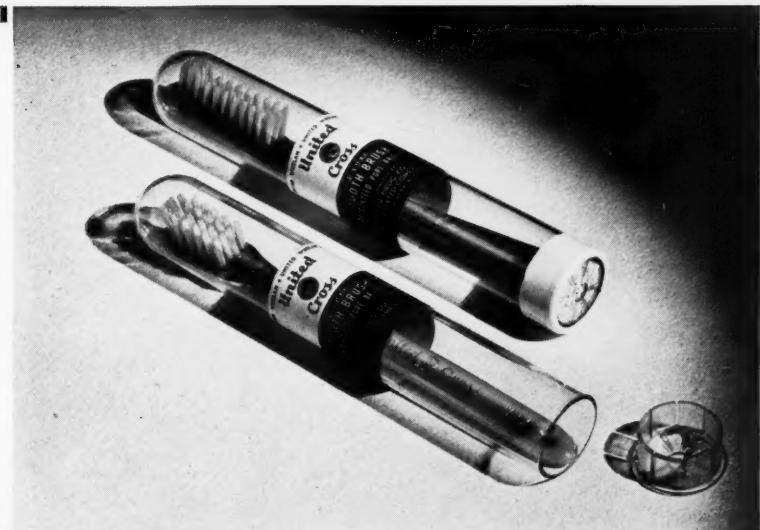
"In the matter of finish, they also have the edge. Their machine-made bottles are of an intermediate price range. We can buy the same bottle here with a less lustrous finish at a lower price or we can buy a better bottle here at a higher price, but they have an intermediate price range and finish that cannot be duplicated here.

"In the matter of the American glass industry, it is safe to say that enormous strides have been made in the last few years. Workmanship has been improved, individuality can be utilized in new shapes and styles that were impractical several years ago and costs have been lowered. We are doing very nicely here and have no complaints to make on glass conditions.

"We reach a mass market generally. If we were to step up into the middle brackets, we might need better products and feel a squeeze. If we were to go only into the class market, we could do well in this country. At the present time, we could do better from abroad on class merchandise because of exchange conditions, but, on the other hand, it is a fluctuating condition and deliveries are a matter of pure conjecture."

The above comments, while hardly typical of those received from all perfumers, present an interesting point of view which both serves to explain past preference for foreign importation in certain sections of this field and the changing feeling among (*Continued on page 66*)

1. The new closure as used on the United Cross brush package, marketed by the Whelan Drug Co. Note slotted construction of the plastic closure and the neat seal effected by the viscose secondary cap. 2. The Owens brush uses a similar package and closure with applied color lettering instead of a paper label.



Perfecting the Tooth Brush Holder

A Toledo firm utilizes new variable-diameter closure for resealable package

Glass vials have found increasingly frequent application in recent years as sales packages and re-use holders for tooth brushes. Their transparency and the facility with which they may be kept in sanitary condition made them logical containers for a personal product of this sort. The difficulty, to date, has been to secure a suitable closure at reasonable cost which would both seal the package until it reaches the consumer and permit the consumer to reclose the container time and again during use.

Unthreaded vials of this sort have a slight variation in diameter which made it difficult to utilize some form of rigid closure. The problem presented has, however, recently been solved by chief engineer Conrad Jobst of The Owens Staple-Tied Brush Co., who invented and patented a transparent plastic closure so constructed

as to allow for any possible variation, with a margin of safety far beyond normal vial diameter range.

The closure fits inside the walls of the vial and is slotted at eight points along its sides so that the resilient plastic material can give, to a degree, to allow for varying tensions imposed upon it by the package. In the sales package, the closure is sealed against tampering with a white viscose sealing ring and a paper disc is placed inside the closure to cover the ventilating hole, thus preserving sterilization of the brush. The consumer, of course, removes both the viscose secondary seal and the paper disc. The package is being used to date for several brands of brushes, some utilized paper labels and others applied color lettering.

Credit: Vials by the Kimble Glass Co. Secondary seal by the Sylvania Industrial Corp.



A unique metal device combines a tube of shoe cream and a brush for applying the polish. This easy-to-operate unit, together with a washable cleaning mit, fits into the small leatherette case. The entire ensemble is compact enough to fit into the coat pocket.

Two by Four Shoe Shine Kit

Shubador combines brush and cream tube to achieve compact, easily used shoe cleaning ensemble

A development not altogether unforeseen is that someone should come forth with a shoe cleaning kit that can be packed for traveling. Heretofore, there have been a variety of shoe cleaning outfits offered the public, but, generally, these have been either too clumsy to pack or they necessitated the packing of a number of items if the job of shoe cleaning was to be properly undertaken.

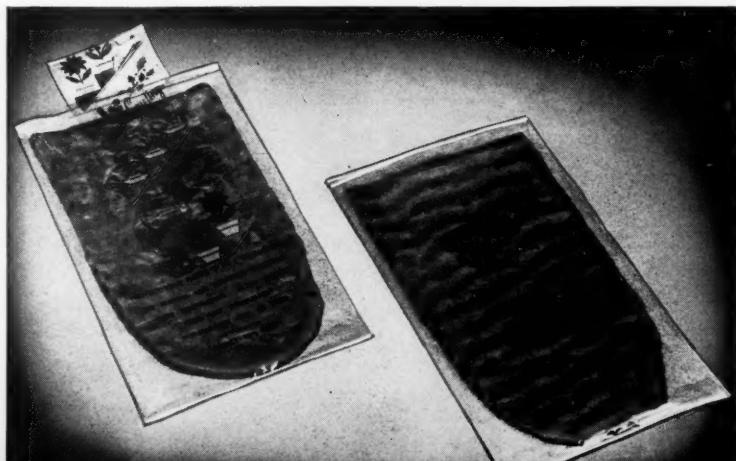
The Shubador kit, product of the Shubador Corp., is, however, of a type that packs easily and is, moreover, simple to use. All of the items which go to make for a good shoe shine are contained within a leatherette container, small and compact in size. "All of the items" in this case constitute but two articles—a

polishing cloth and a combination brush applicator and cream container.

A cleverly designed metal device combines a tube for the polish and a brush for applying the polish. A collapsible metal tube houses the shoe polish, a brush screwing onto the mouth of the tube. The tube is sealed when it reaches the consumer and must be pierced before using. This allows the shoe cream to flow through a flexible rubber valve to the brush. The tube is equipped with a key, incorporated as an integral part of its construction. The key is turned on the tube until the desired amount of cream appears on the brush. The brush itself unscrews from the handle for refills.

The entire unit operates (Continued on page 116)

The cleaning cloths may be purchased separately. They are merchandised in cellophane bags and were dressed up for the holidays by a Christmas greeting insert. The bag is imprinted with the product price and a message suggesting use of the hand-fitting mit for cleaning purposes other than shoes.



Packaging a Package Destroyer

The Hyper-Humus Co. has found a way to put its product in unit packages—and make it stay put

If the average packager thinks he is confronted with marketing or packaging problems, he might well find consolation by contemplating the far more troublesome problem of Hyper-Humus Co. This firm markets a cultivated sedge reed peat, sold commercially in a 65 per cent moisture condition. It is desirable to maintain this moisture content since its reduction below this point would minimize the active functioning inherent in Humus and thus substantially reduce the value of the product as a fertilizing agent.

But packed in this condition, in unit packages, the product has a tendency—due to its bacterial content—to eat its way through ordinary packages. Therefore, formerly, Hyper-Humus has been sold chiefly in bulk lots. Some small quantities were moved via a 100-lb., imprinted, non-moisture-proof bag, with a life of not more than a month. Some was also moved—for over the counter sales—in plain paper bags, which were likewise short lived.

The company has now succeeded in finding a container which, in all tests to date, seems to be capable of

resisting the deteriorating action of the product. The bag consists of a white cotton outer wall with a moisture resistant Pliofilm lining and is currently being used in 5-lb., 10-lb. and 25-lb. sizes.

The Hyper-Humus Co. originally specified that the bag was to have a three to four months' lasting power. Although the packages were first introduced in April of 1939, dealers have to date reported not one single instance of deterioration or loss of moisture content with these packages. The company reports a most satisfactory consumer reaction reflected by a substantial increase in sales in small units. The respective quantities of 5-lb., 10-lb. and 25-lb. bags sold to date indicate an average purchase, through this means of 9 lb. per Hyper-Humus customer. The company has strong reason to believe that a large proportion of these small bag sales has been to customers formerly unacquainted with the product it has sold in bulk. It thus quite logically expects that such customers will return for larger quantities, basing this expectation on past experience.

Giles P. Wetherill, vice (Continued on page 110)

The new Hyper-Humus Co. package is a cotton fabric bag with interior Pliofilm lining. The bag is stapled for closure. Container life has been substantially increased, display values likewise improved and product deterioration eliminated.





1. Two Quixy single service tubes are presented to the consumer in this handy and yet inexpensive wedge-shaped folding carton which protects the tubes in the pocket. **2.** For display purposes a triangular folding cardboard construction is utilized which may be suspended by a string from store fixtures, lights, etc.

Two Unit Pocket Packet

Nose drops, in this form, are ready for use at any time, in any place

Within recent years several methods have been developed for dispensing pre-packaged, pre-measured, single doses of various products, particularly medicinal items. Such packages have tended to present display problems differing from those confronting manufacturers of larger units of merchandise.

A particularly difficult problem of this sort confronted Unit Packages, Inc., in marketing its Quixy Ephedrine Nose Drops. This firm proposed to present to the public two hermetically sealed single dose tubes of the product for ten cents. The first problem, therefore, was to secure an inexpensive yet effective pocket package which would permit the consumer to hold both tubes safe against damage.

The problem was solved by the development of a small packet of light weight folding board constructed in wedge form with a tabbed cover which was fitted into a pre-cut slot to effect a closure. The wedge form conformed to the shape of the tubes themselves and likewise served to make the package more convenient and less bulky in the pocket. Moreover, when the first tube had been consumed, destroyed and thrown away, the second was still afforded protection by the pocket packet.

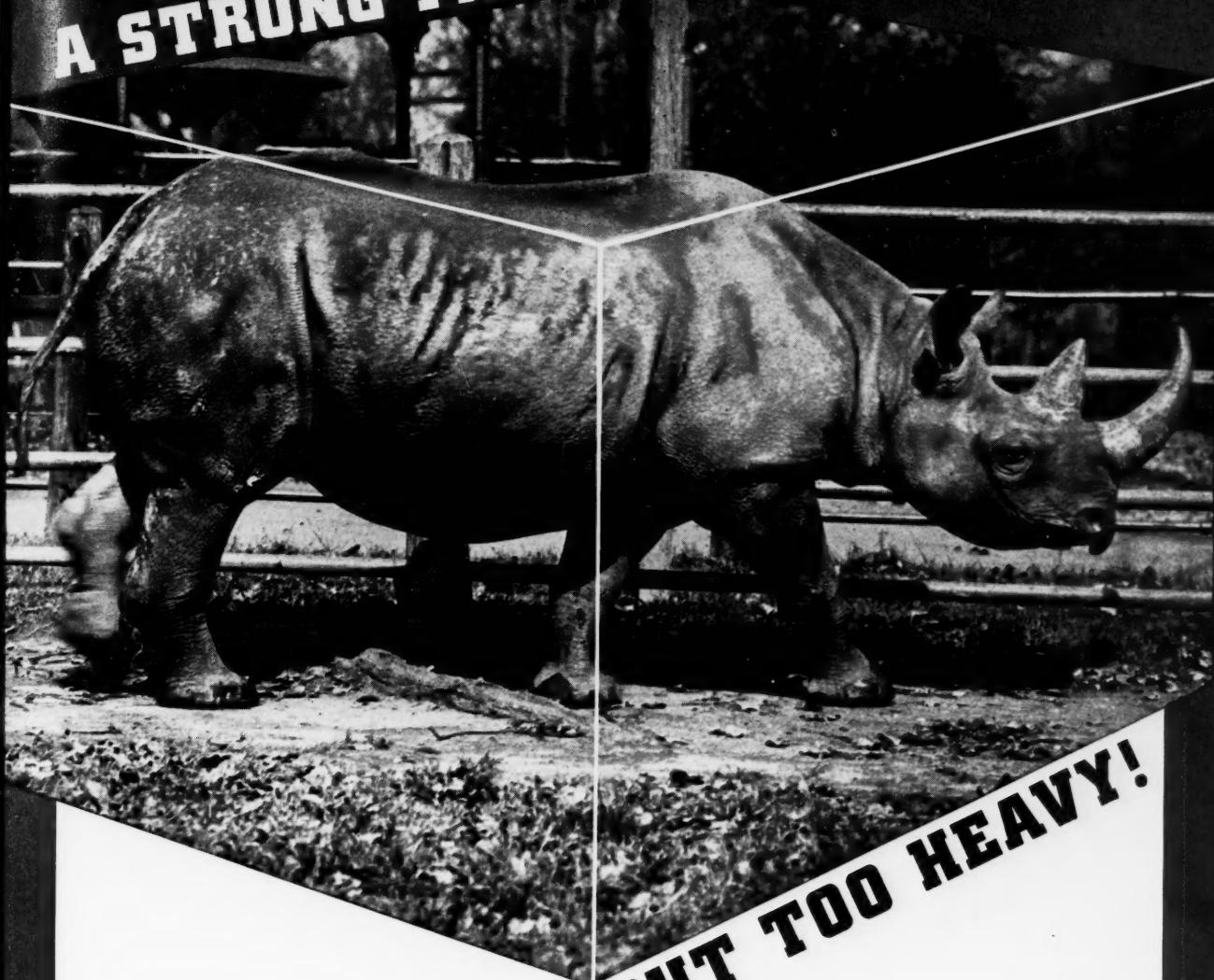
The display problem was likewise solved in novel manner. A triangular construction of folding board was utilized which could either stand on the counter or, preferably, could be suspended by the pharmacist by a cord provided for this purpose. It was felt that this suspension provision would earn for the product the prominent display necessary to call its novel features to the attention of consumers and experiences prove this contention to be true. Advantage was taken of the construction of the pocket package to secure easy attachment to the display. Die-cut horizontal flaps on the display fit into the slot formed by the double back walls of the pocket package.

To remove a unit from the display, the consumer has merely to slide it to the right. When this is done, the die-cut flap fits back into its original position and does not leave the gaping hole which is so bad a feature of many other unit package dispensing displays.

The company reports a very wide acceptance on the part of dealers for the new display and a willingness to go to the necessary pains to hang the display.

Credits: Single service tubes by Sun Tube Corp. Display and pocket packets supplied by the Display & Advertising Service.

A STRONG PACKAGE



BUT TOO HEAVY!

Have you considered what part of your shipping costs may go into excessive package weight?

BURT has solved this "dead weight" problem for many a package user with thrifty new lightweight cartons and boxes that are durable, rigid and scuffproof—and at the same time beautifully finished for increased sales appeal.

Just one advantage of coming to BURT for boxes. For only a leader among boxmakers can afford to retain for your benefit foremost package designers and packaging machine builders—men who will help you in new markets via eye-filling and "mouth-watering" counter appeal.

F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

CHICAGO
Room 2203
919 N. Michigan Ave.

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

PHILADELPHIA
A. B. Hebeher
P. O. Box 6308
W. Market St. Sta.

CLEVELAND
W. G. Hosen
P. O. Box 2445
E. Cleveland, Ohio

LOS ANGELES
Louis Andrews
523 South Grand Ave.

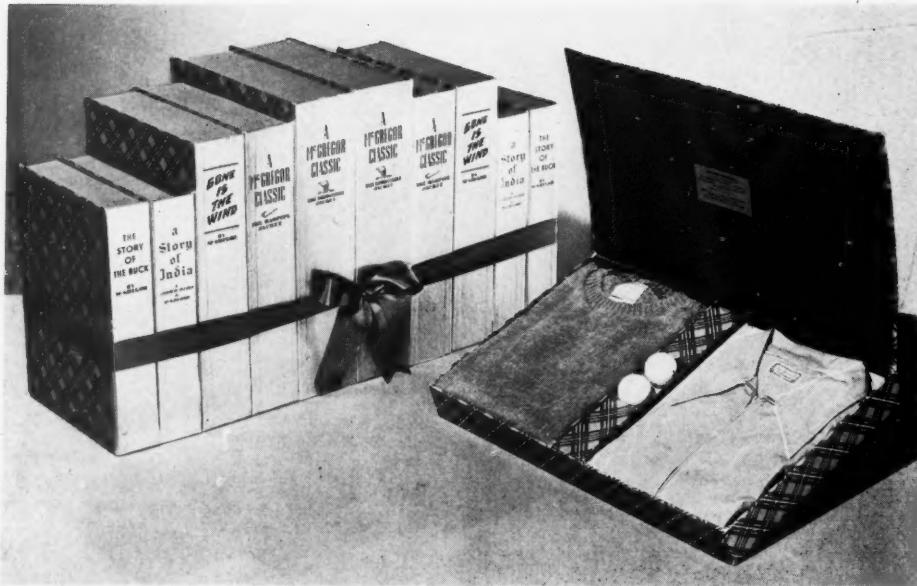
NEW ENGLAND
A. B. Bacon
BOSTON
120 Boylston St.

CINCINNATI
221 Walnut Street
Telephone MAIN 0367

SPRINGFIELD
P. O. Box 214
Highland Station

MEMPHIS
Frank D. Jackson
2150 Washington Ave.

CANADIAN DIVISION
Dominion Paper Box Co. Ltd.
469-483 King Street, West
Toronto 2, Canada



A red and green Scotch plaid design decorates the book-type packages for McGregor sportswear. The Library of Gift packages were quite enthusiastically received by both dealers and consumers—by the former because of the effective display possibilities and by the latter because of the novelty of the gift packages.

\$250,000 Idea

David D. Doniger & Co., develops a new holiday packaging line for its McGregor sportswear and nets a quarter of a million dollars' worth of sales

Within a month after the new McGregor Library of Gift packages were offered to dealers, it was estimated that they were responsible for a quarter of a million dollars' worth of sales. Perhaps this tremendous sales quota was ascribable to the fact that consumers were buying practical gifts for men—sport jackets, sweaters, etc., perhaps consumers were sold on the ingenious packages. In any case, it is reported that the cash register was ringing repeatedly in the sportswear departments of retail stores—and ringing up McGregor sales.

The story behind this novel family of packages is interesting. For many years, David D. Doniger & Co., manufacturers of McGregor sportswear, has been favorably known to both the trade and to consumers. For a number of years, McGregor sportswear was packed in ordinary cardboard boxes which, except for the characteristic Scotch plaid design, were quite similar in appearance to cartons used by other manufacturers.

About a year ago, the packages used by this company were considerably dressed up. After giving the company's packaging problem some thought, Bill Doniger, the firm's advertising manager, decided to experiment with a new style plastic-top package. This package retained the Scotch plaid design, which had proved a

great asset to McGregor sportswear, but a transparent plastic top was incorporated in the package, permitting the prospective buyer to inspect the merchandise without opening the box.

This experiment proved to be successful. Retailers welcomed the transparent top package because it made more attractive displays. Clerks liked the new package because it helped them to sell the customer. Customers liked it because they could see just what merchandise they were buying.

Still developing new ideas, the company decided, during the fall of 1939, to package a number of popular McGregor items in containers which closely resemble good-quality books and to combine a number of these "volumes" in what was to be known as a McGregor Library of Gifts. Although the McGregor Library requires a considerable amount of display space on the dealer's shelves—space which is at a premium during the holiday season—the uniqueness of the packages and their merchandising appeal won for them a prominent display position.

Although relatively inexpensive, the book-type boxes are sturdily constructed and attractive in appearance. A Scotch red and green plaid design is utilized for the covers of the "book," with (Continued on page 110)

FOR *Luxurious* PACKAGING EFFECTS
SPECIFY LUSTROUS ARTMOLD CAPS

STYLE in every detail is the order of the day in smart packages for feminine products. That's why the trend is to stylish Armstrong's Artmold (molded plastic) Caps.

These trim, modern closures are available in a wide range of standard shapes and colors . . . or they may be specially molded in your own private design. In addition to their luxurious appearance, these lustrous molded plastic caps possess a satin-like texture. Their smooth surface is pleasing to the touch, and they may be removed with an effortless twist.

Write for information, samples, and prices. Armstrong Cork Company, Glass and Closure Div., 916 Arch St., Lancaster, Pa.



Armstrong's ARTMOLD CAPS

We super-polish our mold to



ld to give your bottles sparkle that helps you sell

It's human nature to like brilliant things—shiny cars, furniture, jewels...and bottles. Sparkle appeals to our inborn love of light. Lustre suggests cleanliness and newness...helps you sell.

That's why we leave nothing undone to give all Owens-Illinois bottles a jewel-like brilliance.

For instance, take molds—so important in getting a high lustre. We go far beyond ordinary methods in mold polishing. For the finishing polish, we use emery cloth so fine that it must be made especially for us. From these precision-fitted,

super-polished molds come the brightest, most perfect bottles you can buy.

Every phase of Owens-Illinois Packaging Service—research, design and manufacture—is aimed at helping you package your products for maximum sales appeal. Whether you pack in glass or not, it will pay you to talk to an Owens-Illinois representative. He offers a truly complete packaging service—containers, tumblers, closures, shipping cartons. Owens-Illinois Glass Company, Toledo.



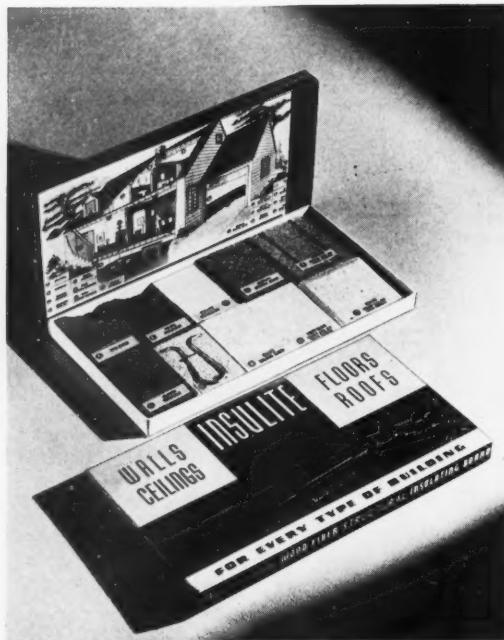
There is a sparkling Owens-Illinois container to help sell almost any product. Shown here: Handy tablet bottle, one of a wide variety of pharmaceutical containers. Vogue lotion bottle, a smart package for many toiletries. Liquor fifth with new deep-skirted cap, easier to take off and put on. New redesigned Modernistic food container, lighter in weight and straight sided.

For the protection of your product, the sales appeal of your package and the convenience of your customers—use Owens-Illinois Closures...tops in quality.

OWENS  **ILLINOIS**
Complete Packaging Service
CONTAINERS • SAFEDGE TUMBLERS • CLOSURES • SHIPPING CARTONS
First in Glass

Making Sense of Sampling

The Insulite Co. uses sample packages to aid dealers and users in the proper selection of its products



Particularly difficult are the sampling problems of manufacturers serving the architectural and building industries. Making bulky products, they must find some way of demonstrating them in crowded salesrooms or busy contractors' or architects' offices. Every demonstration is, almost of necessity, a demonstration of a multiplicity of details all equally important in the understanding of the product and its potentialities for use.

The Insulite Co., which had previously pioneered in this field through its use of printed transparent wraps over samples of its wallboard, has now gone much further by providing dealers with a miniature wall section for demonstration purposes and by providing architects, contractors and building professionals with miniature sample kits. In both cases, the company has resorted to the use of set-up boxes of unique construction as a means of transporting, storing and demonstrating the products.

The miniature sample kit brings to the architect or contractor sixteen 3-in. sections of various Insulite structural and interior finish materials, all in one compact kit. The outer box wrap carries the company name and the words, "Walls, ceilings, floors, roofs," suggestive of the various points in any building to which the product may be applied. Pictured on the underside of the hinged cover is a cutaway house, showing how Insulite can be used to advantage in every part of the building. Armed with this kit, the architect or builder can demonstrate what he proposes to do with the material to prospective home owners and remodelers.

A sturdy hinged set-up box with metal snap lock contains the miniature wall section demonstrator, designed to enable Insulite dealers to show prospects, in their own homes or offices, the application of Insulite products to the solution of their own problems. The demonstration set consists of a reduced scale wall in cross section, mounted on a base which is slotted to receive $4\frac{1}{2}$ in. by 6 in. sections of Insulite structural and interior finish materials. Attached to the inner wall of the box top is a folded demonstration sheet carrying the necessary detailed data.

These two packaged salesmen have been received by architects and the building in- (Continued on page 112)

1. The miniature sample kit presents sixteen samples in a hinged lid set-up box. 2. The wall section kit utilizes a black paper covered hinged lid set-up box with metal trunk lock.



KEEPING Merchandise SAFE yet always IN SIGHT

HERE IS A DISPLAY STAND that immediately commands space on top of the counter—the best selling spot in any store. The packages, completely visible, are as well protected as if they were in a drawer. A single thickness of crystal-clear *Eastman Acetate Sheet* across the front of the shelf space does the trick.

This unique use of *Eastman Acetate Sheet* shows many of its advantages. It is tough and durable, yet fully transparent. It can be fabricated with other materials. And it takes printing without wrinkling. Used for displays, or for packages of any type, *Eastman Acetate Sheet* increases sales because it shows merchandise in an attractive way. For detailed technical information and generous working samples, write to Eastman Kodak Co., *Chemical Sales Division*, Rochester, N. Y.

Framework and shelves of this display stand are made of heavy wire. Front of shelf space is covered with sheet of .005" *Eastman Acetate Sheet*. Lettering strip is printed in 3 colors, directly on the sheeting.

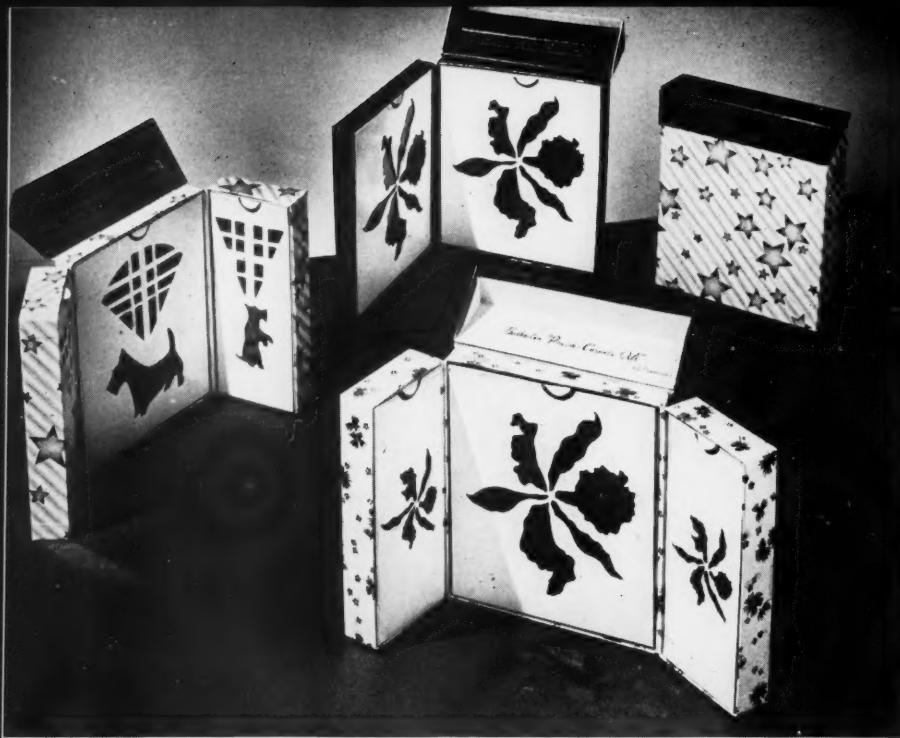
• • •

Wire framework made by Union Steel Products Company, Albion, Mich. *Eastman Acetate Sheet* printed by The Hopp Press, Inc., New York City, and fabricated to frame by Food Display Cover Co., Inc., Indianapolis, Ind.

• *Eastman Acetate Sheet* is furnished in seven thicknesses—.003", .005", .0075", .010", .0125", .015" and .020"—in rolls up to 40" wide and any convenient length, and in standard- and cut-to-size sheets. It is crystal-clear . . . can be folded, drawn, cemented, and molded . . . takes printing inks without wrinkling . . . does not crack or shatter.

Eastman Acetate Sheet

ATTRACTS . . . DISPLAYS . . . SELLS



1. Two-section and three-section containers are hinged bookwise to fold to compact shape. Lift lids turn downward to lock hinged panels firmly into place. Die-cut protective walls form interesting patterned designs.

Stockings Sell in These Boxes

Ingeniously designed set-up containers add gift atmosphere to standard merchandise

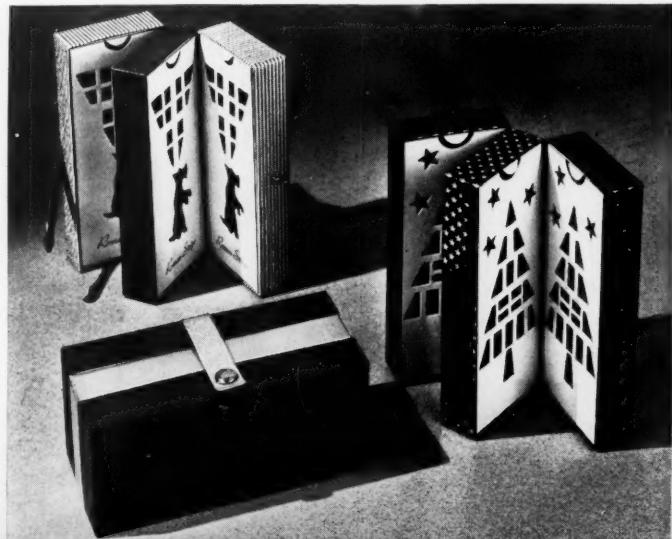
The problem of packaging silk stockings is one that has always troubled both manufacturers and retailers, for most purchasers wish to make a thorough examination of the product before buying. Some manufacturers have sought to get around this difficulty by providing a sealed package plus firm guarantee of quality and condition. Others have avoided the question of packaging altogether or utilized simple envelopes, supplied unfilled to the dealer and designed merely

as carrying packages for user after the sale has been consummated.

A number of New York department stores and several hosiery companies have this year, however, experimented with a series of set-up boxes of novel construction and attractive design which serve to dress up the product and make it suitable for gift presentation, while still permitting the purchaser a close examination of the merchandise.

(Continued on page 108)

2. Another construction consisting of three sections hinged like bookleaves and spread open for display. The section locks, as shown in the foreground, to form compact and highly presentable gift unit.





Portrait of a Glass Designer at Work

Here at Hazel-Atlas, we like our design achievements, like our light weight ware, like the modern touch—but in the long run we are just giving Mr. and Mrs. Ultimate Consumer what they want. Yes, Mr. and Mrs. Ultimate Consumer's suggestions, together with those of dealers and packers everywhere are our background for "design for selling."

Modeline Jugs and Plain Round Jugs are good examples of this Ultimate Consumer design plan. Light weight, crystal clear, strong and modern, they will be your answer to a sales problem.

Modeline Jugs are available in the following sizes: 3 oz., 8 oz., 12 oz., 16 oz., 32 oz. Plain Round Jugs: 12 oz., 16 oz., 32 oz. Write for samples and information.

HAZEL-ATLAS GLASS COMPANY

WHEELING, W. VA.





By a special process, a deep embossing has been achieved for the Yule log paper covering which realistically reproduces the grain and coloring of actual log bark. The toiletry articles packaged within the old-fashioned log are interchangeable, the consumer being given the unusual privilege of selecting only those particular items she desires.

New Process Forms Old Yule Log

In which Germaine Monteil, Inc., achieve a realistic simulation of a log for its holiday gift package

In a sequence of events, which might well have undermined a less determined organization, the Germaine Monteil staff pursued an elusive packaging idea. The idea itself—the creation of an old-fashioned Yule log package for gift presentations—was by no means new, but the desire for exact reproduction of a log made the idea elusive.

Most mills can supply papers ideal for the particular needs of the client, if these needs are made clear. To make them clear, it is necessary for the buyer to know something of the process of paper manufacture. The Monteil group knew little about the subtlety of the fancy paper making process. They did, however, definitely know that the Yule log they wanted was to be a realistic reproduction and not some artist's conception of what log bark might look like when embossed or printed on box paper.

In an effort to more clearly illustrate to box makers and paper makers what it was they sought, Monteil, Inc. had a tree chopped down, a section of the bark stripped away and cut down to the size of the box desired. This sample was taken to various paper and box makers and, finally, through the cooperation of a

box maker, the Germaine Monteil group was given hope that an embossed paper could be developed which would reproduce the log bark even to grain, size and detail of coloring.

To achieve this fine reproduction, the actual bark sample served as the model. Steel dies were made from this sample, these dies permitting a deep embossing not heretofore available. The paper, after processing, is embossed with a duplication of the actual bark grain and coloring and it even has a "feel" similar to that of log bark. The embossed paper composition is utilized as the covering on a set-up box, constructed to simulate a Yule log. The sides of the log are finished in a paper printed to imitate the cross-section of a log. The lid is hinged, the inner surface being finished in a wood-grain paper with the company name imprinted thereon in brown lettering.

Found within the old-fashioned Christmas log is a selection of Germaine Monteil cosmetic items, nestled in a bed of shredded glassine paper. All the consumer has to do is select those cosmetic items in which she is particularly interested and the arrangement in the log package is made for her by the sales-clerk.

IS YOUR PACKAGE WASTING YOUR MONEY?

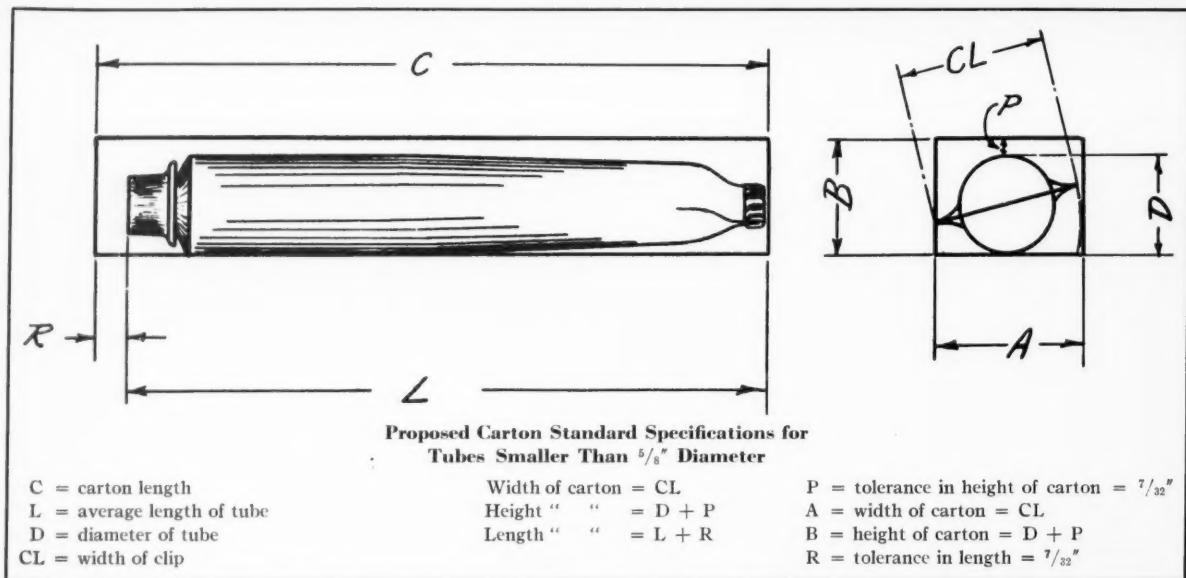


If your metal package is not as good as the product, then it is turning away sales. Heekin Lithographed Cans are selling merchandise from coast-to-coast. Heekin Colors are known for their true-tone reproduction — their lasting lustre — their natural beauty. Every manufacturer or potential customer . . . large or small . . . warrants our personal attention.

THE HEEKIN CAN CO.
Cincinnati, Ohio

HEEKIN CANS

Lithographed
WITH HARMONIZED COLORS



PACKAGE LEGISLATION

(Continued from page 46)

This group has now reached a satisfactory agreement with the Food and Drug Administration, establishing a definite formulae for determining carton sizes for tubes. Most important is the fact that the committee convinced the Department of the practical aspects of the production problem and secured Food and Drug Administration agreement to differentiate between tubes of $\frac{5}{8}$ in. diameter or less and those of a larger diameter. The committee contended that the two types of tubes required handling in different ways and presented sufficient elements to justify this contention before the Administration.

Quite as important as the definite decision expressed in these formulae is the very fact of cooperation on technical matters. Such cooperation, as carried on through the Packaging Institute—if extended to cover other pending problems relating to container construction, deceptive appearance, etc.—should go far toward making transition, for those who must change their packages, an easier problem. In some instances, at least, cooperation by a technically well-advised committee will undoubtedly result in a far better understanding of the economics and the mechanical necessities involved in certain packages which the strictest reading of the present law might outlaw.

While the Administration has been by no means lenient in arriving at the present formulae, these do recognize that certain tolerances in package size are essential if modern packaging machinery is to be used. The failure to grant such tolerances would tend to condemn the most progressive manufacturers to antiquated hand methods of packaging and would thus place a burden upon the consumer far greater than that

imposed by any deception which the occasional consumer might construe into a slightly oversize carton which had been so constructed to allow for the necessities of machine packaging.

Proposed Paper Cup Standards

At a conference, held on December 8, 1939, under the auspices of the Division of Simplified Practice, National Bureau of Standards, a committee representing the manufacturers of nesting paper cups adopted a series of simplified practice recommendations which are now being submitted to the industry for approval. Acceptance by approximately 80 per cent of the manufacturers in the field is required before promulgation of the new standards.

Particularly interesting is the provision of a maximum standard for so-called "bottom recesses." The bottom recess in a paper pail or cup is the measured distance from the bottom edge of the side wall to the inside or top surface of the bottom of the container. Nested paper containers have a natural tendency to stick together due to adherence of the side walls and the resulting formation of a vacuum between the containers. Extended experience over a period of many years has conclusively demonstrated the fact that the only positive means of providing the essential separating quality is by the use of an open recessed bottom which makes possible bottom to bottom stacking, thereby eliminating side wall contact. The depth of this recess is based on various factors such as size of container, degree of taper, weight of paper stock, waxing, etc. Recessed bottoms exceeding the dimensions set forth in the standards are considered to be of greater depth than actually required for essential separating qualities.

Revised standards of simplified practice for ice cream brick cartons are likewise now up for adoption by the industry, having received a standardization conference okey some weeks ago.



NATURE'S COVERING

Nature, each year, seals life in a protective covering.

SYLVANIA* CELLOPHANE covers and protects products of all kinds through all seasons.

© 1940

Sylvania Cellophane

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 E. 42nd Street, New York

Works: Fredericksburg, Va.

Branches or Representatives:

ATLANTA, GA.... 78 Marietta Street
BOSTON, MASS., 201 Devonshire St.
CHICAGO, ILL., 427 W. Randolph St.
DALLAS, TEX. 809 Santa Fe Building
PHILA., PA.... 260 South Broad Street



Pacific Coast:

Blake, Moffitt & Towne
Offices & Warehouses in Principal Cities

Canada:

Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

*SYLVANIA IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION

WAR AND THE GLASS PACKAGER

(Continued from page 48)

manufacturers of cosmetics which has been induced by changes in both the foreign and the domestic picture.

The woman president of one of the most famous of all cosmetic houses reports that she has consistently found American glass manufacturers capable of reproducing any desired designs without great difficulty and that, therefore, the change in the foreign situation has not affected her firm in any respect.

An indication of the gradual change in the viewpoint of the cosmetic industry—which occurred over a number of years and thus tended to soften the blow of the war situation—is provided by the following comments from one of the smaller cosmetic producers. "We formerly bought many of our bottles in France, but due to delays, strikes and shipping difficulties, we began even before the war to look for American manufacturers who would be capable of making as satisfactory bottles as those we were using."

The American branch of a well-known French firm reports that its Paris office has found itself able to continue to obtain supplies in France and that, to date at least, no difficulties in this particular regard have been experienced.

Another cosmetic firm, selling in the middle price brackets, summarizes the situation as follows, "It is true that the source of supply has been, more or less, completely shut off, making it impossible for American manufacturers to obtain these containers any longer with any degree of reliability. In the case of bottles made in Czechoslovakia, the matter is somewhat worse because of that country's absorption into the German Reich. This, in view of the situation (even if it were possible to continue to obtain these bottles), would make it difficult for the American manufacturer to sell his merchandise in bottles which, by law, would have to be marked, 'Made in Germany.' We all know that there is a decided consumers' reaction against goods made in Germany."

"However, due to the uncertainty of the situation, even merchandise made in France has to be substituted with merchandise made in this country because of the difficulty in obtaining the goods from France.

"To answer the question as to how the American manufacturer has adjusted himself to this situation and how the American glass companies have met the situation—in so far as our position is concerned, this has been met satisfactorily by the glass companies because we, as the manufacturer, have made concessions. For example, where formerly we purchased a completely handmade bottle from Czechoslovakia and from France, we now purchase from an American glass company a completely handmade bottle, but of different design, at a price which is equal to or lower than we formerly paid.

Here is an instance where we made a concession—we adjusted ourselves to the inevitability of either having a mold made or accepting the nearest thing to it. This is, of course, true only where the quantity used is not very large.

"In every instance where we formerly purchased, from France or from Czechoslovakia, a semi-automatically made bottle, we are now purchasing, from an American glass company, a bottle which is entirely automatically machine made. After paying for the cost of the molds, we are saving money because, as I have already mentioned, the bottle is entirely automatically machine made.

"From what I have said thus far, it will be readily seen that where the quantity is great, no difficulty is encountered; but where the quantity is small, the manufacturer must concede somewhat in the way of design and style unless he is willing to go to the expense of having private molds made, in which case his cost will increase tremendously. Otherwise, I believe the American glass companies have been more than willing to fully cooperate with manufacturers in helping them out of a bad situation. This they have done by introducing into the regular line of stock bottles a greater quantity of new designs and models, thereby giving the manufacturer a greater variety to choose from."

Speaking for itself only—but representing the viewpoint expressed by other producers of glass as well—one firm, supplying hand and machine made containers, writes as follows: "Imports of glass bottles from abroad before the war were confined to the field of hand-made glassware. A certain number of perfumers imported their products already packaged, which, of course, eliminated American glass companies as a source of supply for the bottles. Others found it cheaper to buy their bottles abroad and have them filled in this country.

"The war has made delivery of glass bottles from abroad quite uncertain. A number of perfumers, who had been importing their products already packaged, are now filling their product in this country into domestic containers. The purchase of glass bottles from American manufacturers has been further stimulated by the fact that many large perfumers have moved their export offices from France to America. This means that foreign orders will now be made up and shipped from this country instead of from France.

"It will not be difficult for American glass manufacturers to meet this new demand. Sufficient plant equipment is in existence to take care of many times the anticipated increase.

"Experienced glass blowers constitute more of a problem. For the past ten years, the competition of foreign hand made bottles presented a depressing picture to those skilled in this trade and to those young men who, under ordinary conditions, would have taken up glass blowing as a vocation. There are, however, sufficient available glass blowers to take care of the anticipated business."

3 STEPS NOW

DISCOVERY OF THE MULTIPLE DIE

In April 1879 an employee of the Robert Gair Company set the type rule too high on the printing form of his press. Instead of the boxes being merely scored or creased, they were also cut. While spoiling the boxes, this accident gave Gair the idea for dies which would both cut and crease to produce a complete folding carton. Three separate operations were formerly required to do this. The immediate saving in time showed that one crude press produced in two and a half hours the same number of cartons that were formerly made in a full day by the entire plant.

Thus evolved one of the most important developments in the method of producing folding cartons. By the adoption of many such mechanical processes, folding boxes have become less expensive and more attractive with every year.

50 years ago

... not the only dull thing about making folding boxes was the knives—the whole process proved complicated and slow.

With the introduction of multiple dies at this time folding carton production speeded up and quality improved. This was the first major step in making a new style container available for thousands of products.

When color printing added sales appeal and beauty to the proven convenience of folding cartons, Ridgelo clay coated box-board became popular.

So—it is truer today than ever before that clever cartons deserve Ridgelo—all others need it.

Samples will be sent to users and designers gladly.

Did you know we stock sixteen lifefast colors?

Ridgelo
CLAY COATED
BOXBOARDS

MADE AT RIDGEFIELD, N. J.
BY LOWE PAPER COMPANY

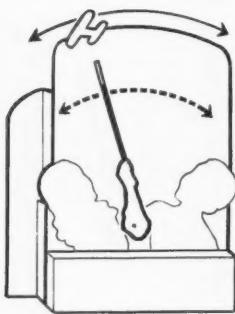
Representatives: E. C. Collins Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago
H. B. Royce, Detroit • Zellerbach Paper Company, Pacific Coast • A. E. Kellogg, St. Louis



SALES MANAGER: "b..but, we can't afford \$25 a week for demonstrators . . ."

... So they called in **MERIT DISPLAY**

This is what it does . . .

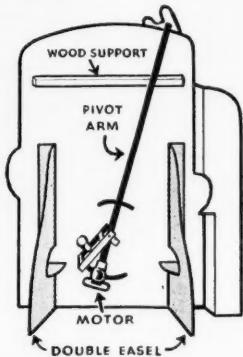


Automatic window, counter and floor demonstrator-display illustrates the action of Mystoplane, a toy based on the principle of polar electricity. The boy gleefully rocks the wand back and forth, and the "plane" follows. His delighted playmate looks on approvingly.



This is how it works . . .

AC-DC rocker motion motor moves hand and "Plane" simultaneously on synchronized pivot rod. Seven color silk screening on 150 point board realistically portrays the happy youngsters. The boy's arm is die cut and pivots in front of the display surface.



300 Spot-Distribution Demonstrators Work for *LESS* than 1 cent per day!

Dollars ringing up on cash registers...dollars saved on sales budget. It's a real stopper...adults who pause to LOOK, stop to BUY (Dad probably got it for himself). Stores report phenomenal sales-increases at lowest dollar-for-dollar selling cost.

If you want a display that tackles your sales-problem, consult MERIT on Creation, Production and Distribution.

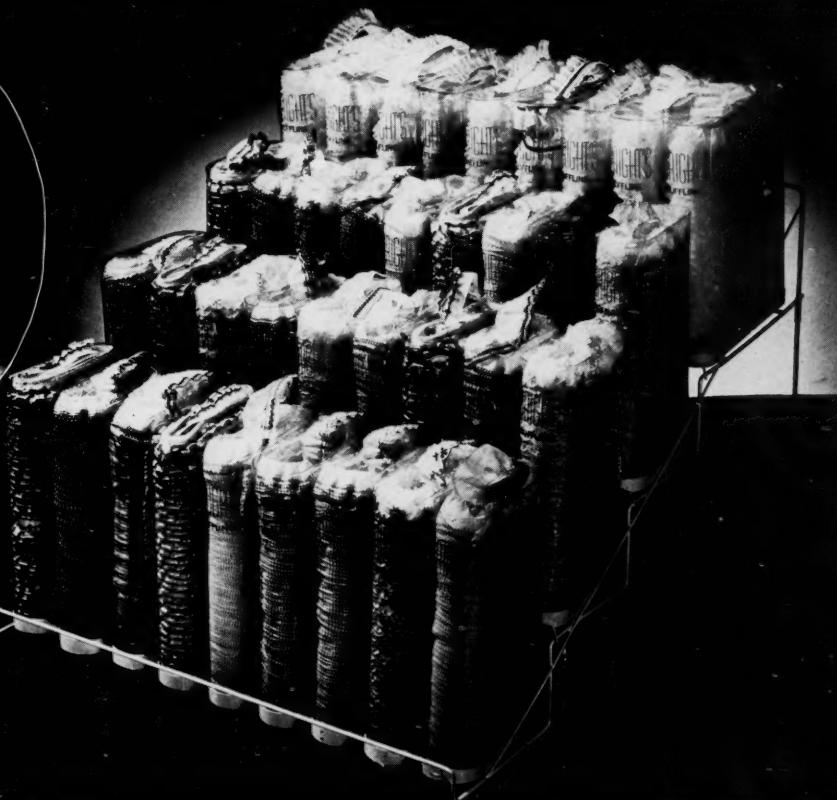
MERIT DISPLAY CO.

DESIGNING, PRINTING, SILK SCREENING, DIE-CUTTING, MOUNTING, FINISHING, LAMINATING
36 WEST 20th STREET • CHELSEA 2-4217-8-9 • NEW YORK, N. Y.

Modern Display



Above: Ruffling is dispensed through a die-cut hole in the top of the transparent cellulose container. Thus the merchandise is never exposed to handling, dust or dirt until it is ready to be sold. Right: Thirty-six dispensing units are presented in stepped-up position on this wire display fixture.



"Problem Child" No More

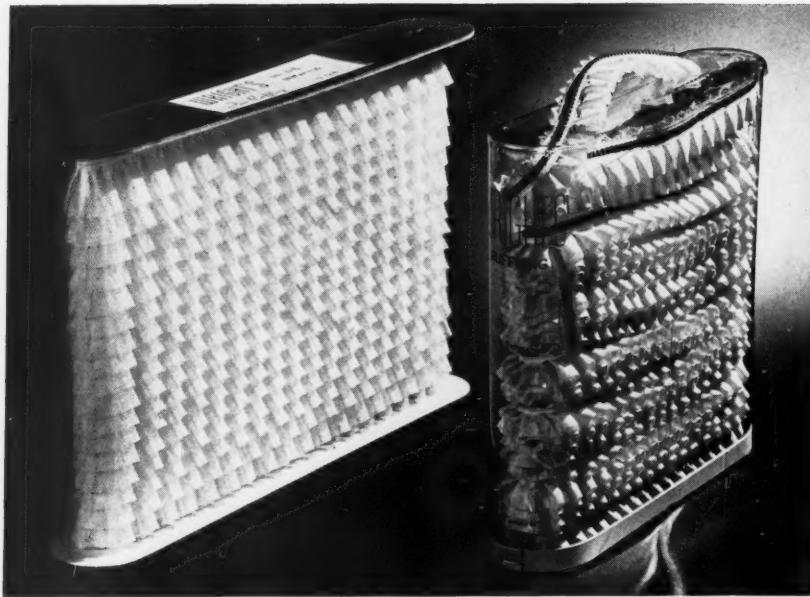
Rufflings, heretofore hard to display, are now merchandised in a unique display-dispensing container which, in addition to practical advantages, glamorizes the product

Rufflings and trimmings have for years been the "problem child" of the notion counters and retail trimmings departments. Hard to display, difficult to inventory, these sewing accessories were almost invariably relegated to the anonymity of the back shelf. If they were brought out on the counter, they were displayed merely by winding on boards, much after the manner of most yard goods. This method left the entire stock exposed to soilage from both handling and from dust. Merchandise on the counter for even a week was found to get so soiled that it lost an important percentage of its sales appeal and frequently had to be "marked down" to make sale possible at all.

In addition to soilage of the product, the method of displaying rufflings by winding on boards offered

another distinct disadvantage. This was the inability to display the merchandise without taking up a large amount of counter space—space not available in busy stores today. Further, there was considerable difficulty for the salesclerk in dispensing the frilling—measuring out yardage was an awkward and time-consuming operation. Since the merchandise sells from 5 cents to 20 cents a yard, dispensing becomes an important overhead expense on such a small unit sale item. Also, dispensing tended to increase the soilage.

The Wm. E. Wright Co., a producer of rufflings, trimmings and bias bindings, decided that it was time something was done to bring their line off the back shelf and onto the front firing line in the nation's retail stores. The company likewise decided that in bringing their merchandise out front, it would be necessary to



To the left may be seen the old winding-on-board method for the merchandising of rufflings. In addition to soilage of the product, display was difficult, brand identification hard to achieve and dispensing a time-consuming operation. The transparent dispensing container, at the right, occupies only one-quarter of the space formerly occupied, permitting savings in display space as well as in shipping costs. Calculation of the layers in the package gives a visible inventory record, thus eliminating tedious measurement.

eliminate the old drawbacks—soilage, occupation of a large area of counter space, difficulty in dispensing and generally unpleasing appearance.

After three years of experimenting, the Wright company made a final decision. Rigid transparent cellulose was adopted as the only material for a package which would eliminate all the difficulties outlined above. A unique dispensing container was developed which, in addition to many practical advantages, definitely glamorizes the product. The new package accomplishes these things:

1. It protects the stock from soilage through dust or handling. Ruffling is only exposed as sold.
2. The contents are always neat, attractive and make an effective display in single or multiple units.
3. Calculation of the layers in the package gives a permanent visible inventory record and eliminates tedious measurement.
4. Brand identification, previously almost impossible to achieve effectively on goods sold by the yard, is a definite advantage offered the manufacturer through the use of this package.
5. Merchandise in the new package takes up only one-quarter of the space occupied by the previous winding-on-board method. This enables retailers to display a more complete line of rufflings on the counter. The more compact packing likewise permits substantial savings in shipping costs.

The oval shaped transparent dispenser-display-container thus solved the Wright organization's problems. Though the transparent dispensing units form an attractive display in themselves, the company has adopted a wire display fixture to ensure front row presentation on the counter. The metal unit holds a good supply of the dispensing containers.

The wire display fixture is finished in white and is constructed to hold 36 transparent dispensing containers in stepped-up position, thereby assuring visibility of all of the packages and their contents. The packages, with their vari-colored rufflings and trimmings, when set on this display do their own selling job by virtue of the colorful effect achieved. The wire display unit is collapsible for simplified shipping. The back legs are detachable and thus the entire fixture may be shipped in the flat.

It is reported that the new package is no more expensive than the old board-winding method of presentation, since elaborate display pieces can now be eliminated. Too, the saving accruing from less expensive shipping containers and from simplification of the mechanical methods of winding rufflings and filling containers helped to offset the cost of the transparent containers themselves.

However, it is results today that really count and here is what Wm. E. Wright & Sons have achieved: Normally the season on ruffling and trimming merchandise does not begin until after the first of each year, gradually building up to the end of March and then tapering off again through to the end of September. As a result, for the last quarter of 1938, the company's sales were almost nil. This year, however, the company has been working at top production during October, November and December. Advance orders are said to already exceed one-half of Wright's entire 1938 business. All this is ascribable to the unique advantages offered by the new package.

Credit: Containers manufactured by the National Transparent Box Co. and the Royal Transparent Container Corp. Container material supplied by the Monsanto Chemical Co.

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Upjohn

Natural
Vitamin Products

3 CONVENIENT FORMS

LIQUID



DROPS



PERLES



Makers of Fine Pharmaceuticals Since 1886



An example of Keen Merchandising . . .

Created and Produced by

FORBES



Creators Designers and Producers of

DISPLAYS
POSTERS
CAR CARDS
BASKETS
WRAPPERS

BUSINESS STATIONERY
PRINTED CELLULOSE
PACKAGE INSERTS
CALENDARS
ART PLATES

BOOKLETS
FOLDERS
FESTOONS
LABELS
CARTONS

P J Prescription for Successful Advertising

A powerful appeal to parental eyes and emotions has been instilled in this outstanding display by sound creative thinking . . .

Intelligent design and judicious color spotting incite shopper interest . . .

A minimum of copy presents a convincing story . . .

Faultless reproduction bespeaks quality of product and prestige of sponsor, fostering confidence in all the featured items.

In other words, this is a positive display that will stimulate positive buying action.

This same originality, thorough development and outstanding craftsmanship will be made an integral part of any of the items listed on this page if you will but avail yourself of Forbes' creative co-operation.

Join the imposing line-up of successful Forbes clients, NOW.

FORBES

NEW YORK

CHICAGO



LITHOGRAPH CO.

P. O. BOX 513 • BOSTON

CLEVELAND

ROCHESTER

DETROIT

Store Dominating Demonstrator

Light pylon tells its story by words at the counter—by light throughout the store

The lighting industry has for sometime been talking and selling "light conditioning"—having enough light in enough places to permit easy seeing without eyestrain. Proper lighting in the home and at business is essential to comfort and well-being and Vision Aids, Inc. is one concern that has given thought to the education of the public along these lines.

There have been two developments of note, both of which are designed to bring proper lighting to the home or office. One is a lamp bulb, known as the "silvered bowl Mazda," developed by the General Electric Co. The other is a fixture developed by Vision Aids, Inc.

Vision Aids felt that some store display was necessary so that the public might become acquainted with the new bulbs and fixture. The company, therefore, enlisted the cooperation of the General Electric Co. and a display unit, designed for store counter use, was designed and developed.

The display is so designed as to feature a variety of

the bulbs in different sizes and, at the same time, to present the fixtures equipped with the bulbs lighted up, thereby enabling consumers to see exactly what type of lighting effects which are achieved. The unit is constructed of two main pieces, a cardboard pylon and a canopy. The upright section or pylon is 10 in. by 10 in. by 52 in. in size and the canopy is $33\frac{1}{2}$ in. square. Bulbs fit into die-cut sections in the pylon, this section likewise providing ample space for a sales message. The canopy holds a variety of lighted fixtures as well as a number of the bulbs.

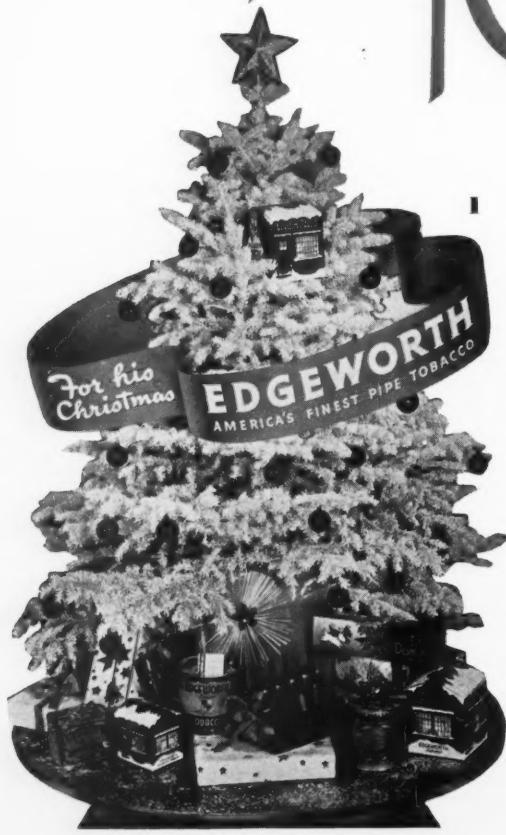
In addition to the main pieces, there are two sections to provide support for the canopy and to hold the pillar firmly in square. The entire display is shipped flat and can be quickly assembled. The printing on the unit is executed in orange and blue—a color combination which has been previously widely used to characterize General Electric products.

Credit: Display produced by Ohio Boxboard Co.



On bulb counters in hardware stores or hardware departments, this display effectively features a variety of bulb sizes and fixtures. Some of the units are lighted up so that the consumer may readily see the glareless, indirect lighting effect achieved.

Display Gallery



5



6



1 Brilliantly white, with blue glass decorations and a red ribbon carrying the sales message, this Christmas tree display was outstanding among the Yule displays because of its unusual color scheme and realistic three-dimensional effect. Showing a rich selection of Larus Bros. tobacco products, attractively displayed under the tree, the dealer is able to present a variety of products and the consumer is thus reminded of the wide selection of smoking accessories available. The display is 42 in. high. Lithographed by Einson-Freeman Co., Inc.

2 An effective display piece for Pacquins Hand Cream is making its appearance in drug stores and other outlets for cosmetics. This unit carries a maximum appeal and a minimum amount of copy. The presentation is good because of the display's color and composition and the fact that the product package is illustrated and identified with the display presentation. Created and lithographed in full color by The Forbes Lithograph Co.

Johnson & Johnson



3

3 This illustration shows a complete window display set-up for General Electric Mazda lamps. The center piece shows a pretty girl as "salesman" for the light bulbs, while a front plane provides for showing of a complete line of the product. Drama is utilized for the "Light conditioning" theme by means of a before and after sequence which graphically illustrates the advantages of proper lighting in a room. This is done by means of miniature sets which flank the center lithographed piece. Center piece created and lithographed in full color by The Forbes Lithograph Co.



4

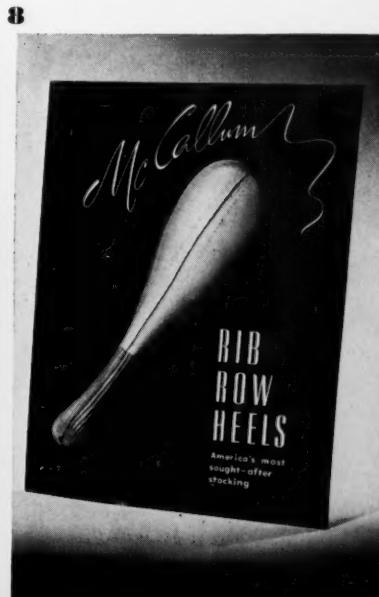
6 The "six times longer" theme of the advertising campaign for the new Johnson & Johnson toothbrush is graphically illustrated by the six reproductions of the same girl using a toothbrush. A giant head of a girl acts as an eye-catcher through its brilliance of color and unusual lighting effect. The modern form and three-dimensional effect of the display greatly enhance its effectiveness. Display produced by Einson-Freeman Co., Inc.

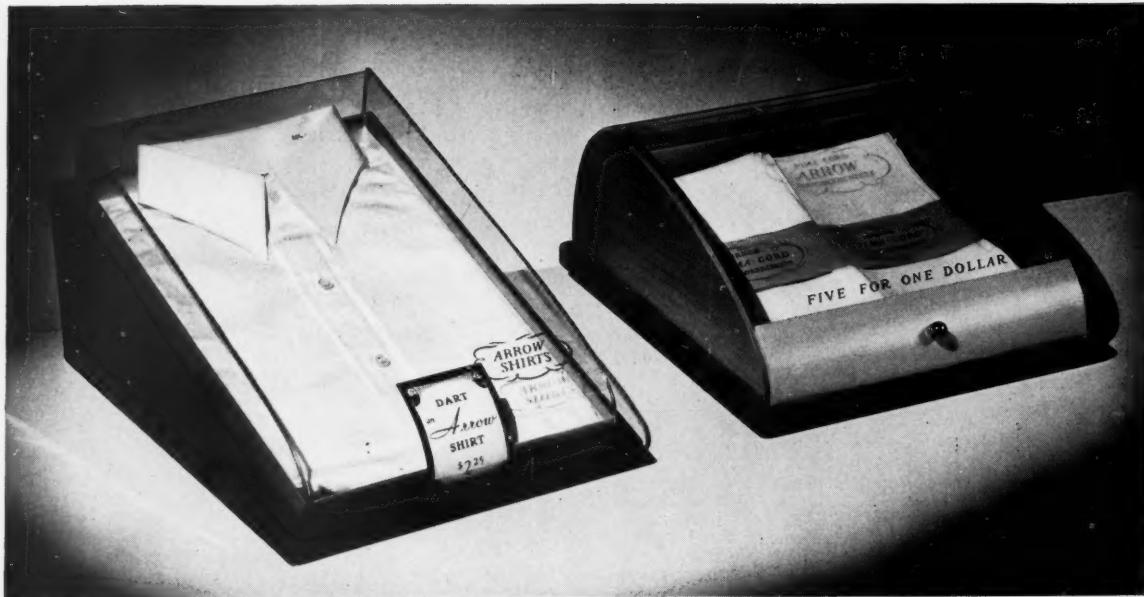
4 P. J. Ritter Co. is utilizing a novel display for a new product, known as Tots, a fruit dessert for children. The jars in which the six different flavors of Tots are merchandised are packed 3 doz. to a case, each $1\frac{1}{2}$ doz. in a separate tray. The six trays, with a display card, form a counter merchandiser when the trays are set on top of the shipping case. The trays, with their individual compartments for each jar, not only serve as attractive display units, but protect the jars in shipment. Display designed and made by Robert Gair Co., Inc.

7 The original art work on this Revlon display was utilized on a broadside announcing the arrival of Revlon lipstick to harmonize with Revlon nail enamel. So much favorable comment was received, it was decided to use the art work for a display. The unit here illustrated duplicates the broadside except that lipstick cut-outs are incorporated in the display. The utilization of similar art work permits a nice tie-up between mail advertising and store display advertising. The size is small enough for counter use or it may be used in the showcase or window as desired. Lithographed by Einson-Freeman Co., Inc.

5 This novel counter display for Pond's face powder permits the presentation of actual packages of the product. The unit ships in the flat and is easily erected by the dealer to form a three-dimensional merchandiser. The young lady, appearing in the simulated "mirror" of this display, is a direct color photographic reproduction. The base of the display is designed to hold a number of face powder boxes in easily seen position. The unit measures 16 in. in height, 7 in. in depth and 14 in. in width. Lithographed in full color by the Oberly & Newell Lithograph Corp.

8 McCallum's new type stocking with the rib row heel is introduced to the public via a display which stresses the heel of the hose. A flanged papier mâché form is draped with the hose and glued on the cardboard backing. Thus the consumer is readily able to see the actual stocking—an important sales-boosting element. Sales copy on the display unit is held to a minimum, the actual hose on the papier mâché form doing its own selling job. Produced by the Merit Display Card Co.





1. Transparent acetate in combination with wood bases is used to bring white merchandise such as shirts and handkerchiefs into counter display position. Such merchandise was formerly barred from display because of the soilage danger.

Full Line Display Program

Cluett, Peabody & Co., Inc. starts display work with the original salesmen's presentation and carries it right into the home

In introducing its new line for the fall and winter of 1939 and the spring of 1940, Cluett, Peabody & Co., Inc. has placed, perhaps, greater emphasis on display values than ever before in the experience of this firm or any other in the textile field. The display program began, in fact, with the development of the Arrow salesmen's portfolio kit, a kit designed not merely to present the line and its accompanying promotional matter and advertising, but to literally "display" the entire ensemble.

A hinged lid box was created in the form of a gigantic parcel post package, with stamp cancellation, return address and duty paid stamps imprinted on the cover and with wax sealed string tie. Lifting the impressive lid, the salesman discloses to the dealer a series of portfolios containing swatch cards of the fabrics of each product group as well as finished proofs of display cards, newspaper ads and magazine advertisements. This package was presented to Arrow dealers in October of 1939 and salesmen report a dealer receptivity—based in no small part on the manner of presentation and display—far exceeding anything experienced in recent years.

Carrying the display theme on to dealers' counters, the company has this year utilized two combination wood and transparent acetate displays. One was designed to encourage the display of white shirts on counters. Being dustproof, it overcomes most objections to displaying such merchandise, since it prevents soilage. To date, in the few weeks since its presentation to the trade, over 2000 dealers have installed this unit. The second display was designed to encourage the presentation of white handkerchiefs to consumers via the dealers' counters. It had the additional function of increasing the unit of sale as these handkerchiefs were packaged to retail at five for one dollar. The handkerchief unit was offered gratis with 25 doz. handkerchiefs. To date, it has been distributed to over 1700 dealers, a remarkably high figure considering the short time for which it has been available and the relatively large purchase required to secure the unit.

Coming closer to consumer packages, the company this season sponsored an ensemble holiday box designed primarily to help dealers increase their unit of sale. The boxes are of set-up construction, with double hinged half lids, designed to accommodate a shirt in

the box base and a tie and either a handkerchief or a pair of socks in the right and left hand lids. The merchandise is sold in combination sets at various price ranges, the box being given gratis to the customer purchasing the entire combination.

A final unit in the winter campaign was a Christmas box designed to carry a single shirt. This consisted of a folded carton blank with overwrap of attractive printed holiday greeting. The box is easy to assemble and has a self-wrap which eliminates the necessity of stocking Christmas wrapping paper, a distinct advantage for dealers during the busy holiday season.

While each of the units previously discussed represents a well-considered effort in itself and one which—on the record—has performed successfully for the company and for dealers, the group as a whole has a special importance in that it represents a well-considered and integrated program designed to aid Cluett, Peabody's sales by aiding the dealer in the solution of his display problems. Such problems are particularly acute in the men's furnishing field where soilage and handling must be avoided, yet where texture, weave, pattern and finish are all essential elements about which the consumer has a right to demand full information. Obviously, no way of giving such information can prove preferable to the way of display—a method which shows the consumer exactly what the product looks like, how it is finished and what varieties it is available in.

Credit: Salesmen's kit by the Fairchild Box Co. Printing on box and inside enclosures by the Leo Hart Co. Ensemble holiday box by Brick & Ballerstein. Shirt display by Jos. H. Meyer Bros. Handkerchief display by the Red Circle Display Case Co. Christmas box by the Cambridge Paper Box Co.



2



3



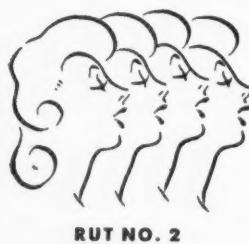
2. Folding carton with patented overwrap construction used to display and present individual items of gift merchandise. **3.** Display gift box of three-panel set-up box construction. Side panels hinged to form the box top. **4.** The salesmen's presentation portfolio kit simulates a giant postage package shipped from abroad.

...HOW WILL YOU...HAVE YOUR



Sunk Deep in a Rut

IF you are satisfied to have your sales-meeting greet your new displays with a "Ho-hum!", your dealers receive them with a "So what?"* and the public ignore them with no comment (or a "NO SALE!")—you have your choice of these four methods:



1 THE "HASH-ON-MONDAY" METHOD

A sure-fire recipe for salesman's stasis and dealer indigestion. Just take some left-over art work and make a "blow-up" . . . which is just about as substantial as it sounds; or a "three panel screen" . . . which is usually only a smoke-screen for lack of idea—or lack of effort.

2 THE "KATE-AND-DUPLICATE" METHOD

A certain symptom of mental hookworm, expressed by either "Let's do the same thing we did last year" or "—the same thing as John Q. Competitor—only with a little different angle." Angle is right—obtuse angle!

3 THE "PINOCHLE PARTNER" METHOD

Or substitute bridge, or golf or fishing. Or make it the Big Chief's brother-in-law. It makes no difference, if you just forget to ask whether he knows anything about advertising, sales or dealers—or if he can contribute a single solitary sound idea toward the successful merchandising of your campaign.

4 THE "ENGLISH SPARROW" METHOD

The payoff is in the sound-off: "Cheap! Cheap!" The cheaper the weaker—but that never bothers a "bid-collector"—HE should worry about such minor things as SALES!

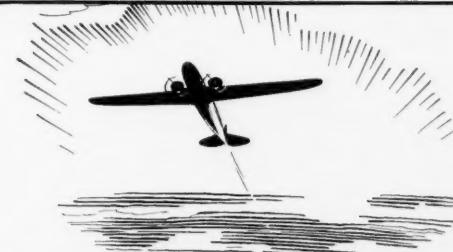
RESULTS ?

Exactly 100 per cent—of what any user of any of these methods anticipates before he starts: "What's the use? They'll just throw it in the ash-can or the furnace, anyhow!"



*Credit to Dick Borden

...STORE DISPLAYS FOR 1940?...



... or Soaring to Higher Sales?

BUT if you are one of the rapidly growing number of executives who realize and respect the power of Store Display as a selling medium—

—who know, first, that advertising battles are won (or lost) at this crucial point of contact with the public; second, that the bare presence of the product on the shelves does not necessarily produce the vital spark which leaps the gap between advertising and consumer action; and finally, that since people are not too visual minded and lack the imagination to picture what the product will do —your trump card in your 1940 campaign may well be

... A NEW METHOD THAT BRINGS CARDBOARD (AND SALES) TO LIFE

Developed exclusively by Einson-Freeman within only the past three years, this method of combining direct color photography with the deep-etch process makes almost any subject literally leap into *LIFE*.

People become real people, not just pictures of people; drama assumes an authentic authority; color has new impact and products take on a virtual "third dimension" which is eloquent of truth—REALITY.

WHAT ARE "SALES-STARTERS"?

And if you have never seen how a display that really stops people can start a jaded sales-force into action—if you have never experienced the electric effect of an arresting dealer-piece on a sales-convention—or the dealer—we have an exhibit of "sales-starters" and the stories behind them that will make any sales-minded executive sit up.

And because we believe that the best results come from harmonious cooperation and that a program supported at three points provides a firmer base, we should be happy to have your advertising agency make a third at our initial conference—and at many thereafter, we hope!

RESULTS: Perhaps it's only because concerns that buy displays on a sales basis are sounder merchandisers (or just all-around smarter)—but their sales-curves seem to be the ones that soar—and the parallel is much too plain to miss!



EINSON-FREEMAN CO., Inc. **LITHOGRAPHERS**
Leaders in STORE DISPLAY since 1902
LONG ISLAND CITY, N. Y. • CHICAGO • SAN FRANCISCO



1. Gleaming white plastic sheeting is formed over a wooden base to create this tilted Kirsten pipe counter display, surmounted by a protective transparent hood with product prices imprinted on the rear wall of the hood.

Safe and Sure Displays

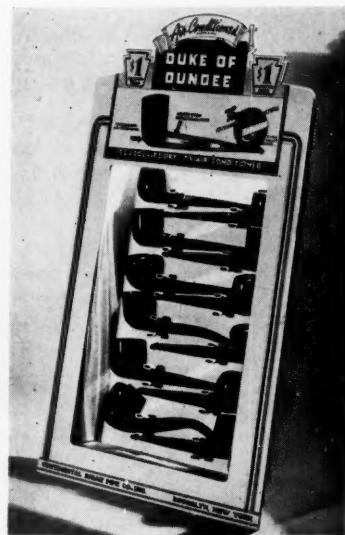
Pipes—in any price range—demand visibility plus protection if displays are to win dealer acceptance

Whether a pipe sells for \$1.00 or for \$17.50, any display will have to meet certain fixed conditions if the dealer is to be induced to use it. The nature of these conditions is dramatically demonstrated by two displays for products aimed at opposite ends of the price range and sold to opposite ends of the smoking pipe market.

The Kirsten pipe retails at from \$10.00 to \$17.50. With its Duralumin radiator, the pipe is of unusual appearance and novel structure. Hence, for display purposes, it was necessary that a unit be designed in which the pipes would be protected against pilferage, yet in which they would be easily accessible for examination by potential customers whenever a demonstration of construction was desired. A third consideration involved the requirement for an adequate setting for so expensive a pipe.

All three display requirements were met by a single unit consisting of a tilted base (*Continued on page 108*)

2. A transparent window permits visibility for the Duke of Dundee pipes while protecting them against dust and pilferage. The pipes are on a removable tray and may be withdrawn as a group for easy examination.



Counter Unit Shows No Product

International Nut Co. chooses rather to demonstrate dramatically the effectiveness of its new package

Display the product—display the package”—a good motto in almost every case. But not quite the right motto for International Nut Co., Inc., whose new display piece omits the product to demonstrate a quality of the package.

This firm markets nuts and candies in five-cent packages and these are, of course, displayed on counters where they are accessible to the consumer. But adjacent to them nowadays stands a display card holding a single nut bag filled not with nuts but with plain tap water. The display card sells—not the nuts—but the bag and what the bag does to protect the nuts. Display copy emphasizes the fact that the bags guarantee freshness because they are moisture-proof and the copy explains in detail just why the transparent bag is so highly protective.

Some few months ago the company turned to the new type of bag, largely as a means of saving several thousand dollars annually through the elimination of distributor-returned stale merchandise. But, having adopted the new container, it found itself confronted with the problem of capitalizing upon the difference and of

overcoming consumer objections to all bag-packed nuts, induced by previous experience with stale merchandise caused by insufficiently protective containers. It therefore sought some dramatic way of emphasizing to the consumer the difference between its new container and those which had gone before it.

The new display is the obvious result—a display which sells the things a package will do for the product, rather than the product itself. All records of sale, however, indicate that in the few weeks since the new unit has been distributed this oblique method of selling has proved most effective not only in reaching and convincing consumers but in inducing dealers to increase order quantities without fear of product deterioration.

This rather unusual instance points a moral not merely for the display designer, but for the packager as well. All too many packages fail to carry an explanation of their unusual protective qualities. Where packages will not speak for themselves, the danger is always present that others may attack packaging as a needless expense.

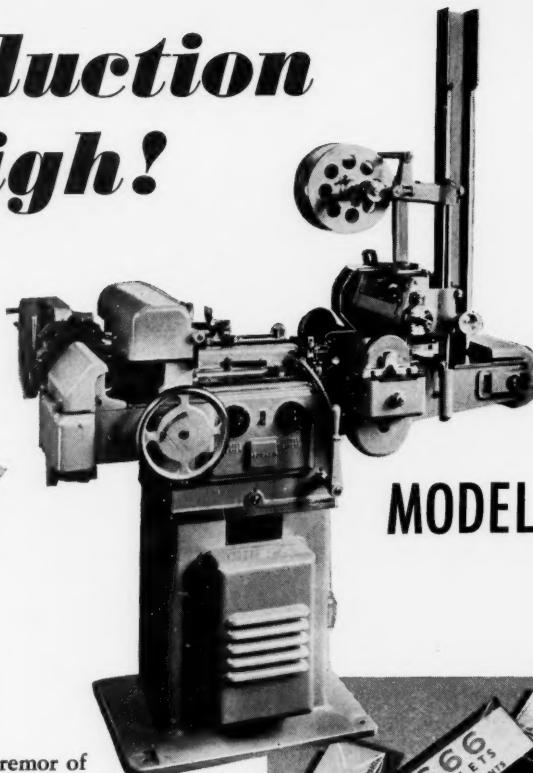
The Sup-Er-Pak display card, with one filled bag in position. This particular sample was shipped from Chicago to New York with the water sealed in and arrived undamaged.



Shift Production into High!

with this New
Speed King

Wraps 380 packages per min.



MODEL CM-2

Efficiently, effortlessly, with hardly a tremor of vibration, the Model CM-2 wraps packages at incredibly high speeds—from 250 to 380 per minute, depending on the size and nature of the package.

Only a machine having the advanced design and rugged construction of the CM-2 could stand up under these speeds. The fact that the CM-2 can take it has been conclusively proved by actual use in numerous plants.

Specially built to wrap comparatively small sized packages. Quickly and easily adjustable for the different sizes within its range. Uses plain, moisture-proof, or heat-sealing transparent cellulose in roll form. In addition to the usual type package, the CM-2 wraps boats containing loose articles—package is not tipped or elevated during the entire wrapping process.

In design, as well as performance, the CM-2 marks a decided advance over former machines used for the same type of work. In fact, it is literally a *constant motion* machine, entirely free of cams or eccentrics which produce intermittent or reciprocating motions. Simpler, more compact construction results in utmost economy of floor space (occupies only 3' 6" x 4' 3 1/4"). Completely enclosed base protects motor and drive.

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PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

Packaging Production and Technique



Contrast between the old and new lines is shown in this composite illustration, old at left, new at right.

Streamlining the Existing Plant

The Bristol-Myers Co. completes a rebuilding program along startling new lines

Start west from New York, through the Holland Tunnel, past Jersey City's wooden shacks, over the ugly Jersey meadows and by smoke-hung Newark. The roads are beautiful examples of America's ability to plan well and to build well, but almost everything to either side of the road seems a hodge-podge of ugliness, of buildings ill-located and ill-planned. In short, you are passing through a typical American industrial section.

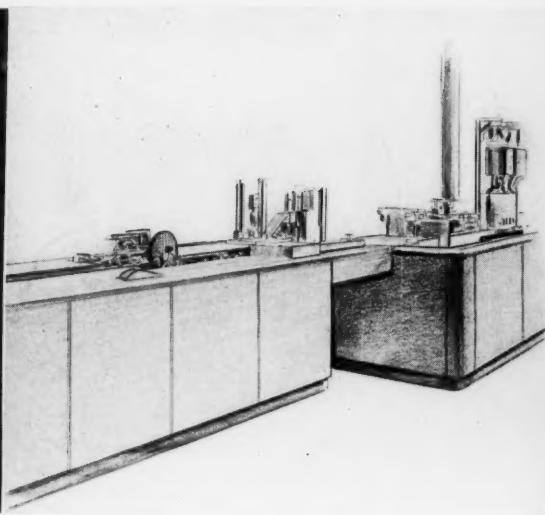
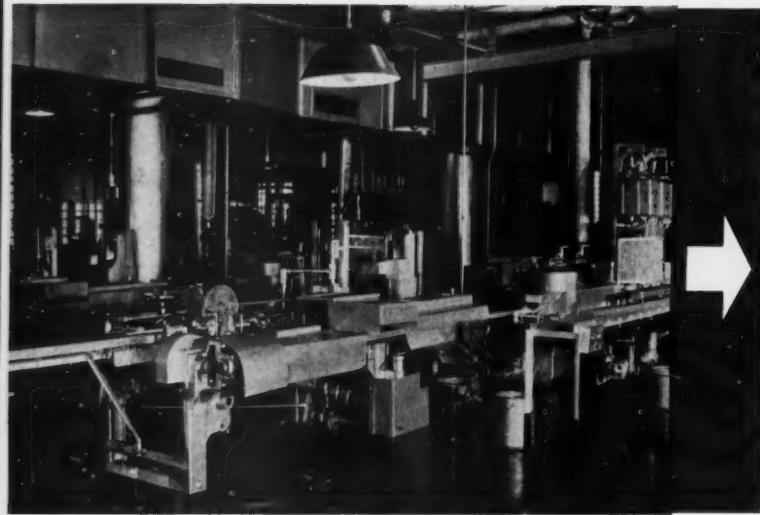
Just south of Newark airport, you take a turn. Cleaner houses appear, small houses, cheap houses, but houses that show that somebody lives in them and is proud enough of them to plant a lawn or put a few flower boxes outside of a window.

Then, over a rising ground, another industrial plant

comes to view, a great white group of buildings with one main section of gleaming concrete and sunlit glass brick. You can't miss it. Its location, its neon signs, its familiar name tell you that this is the plant of one of America's leading drug product producers—the Bristol-Myers Co.

But the contrast with what has passed you by on your trip from New York tells you something more—tells you that here is a plant different from others, a plant that even from the road a quarter of a mile away seems cleaner, brighter, better planned and more pleasant to work in.

As you turn off the main highway, some scaffolding comes to sight. A new wing is being built and a view of this building operation conveys another suggestion.



This different plant is not quite finished—probably never will be quite fully finished.

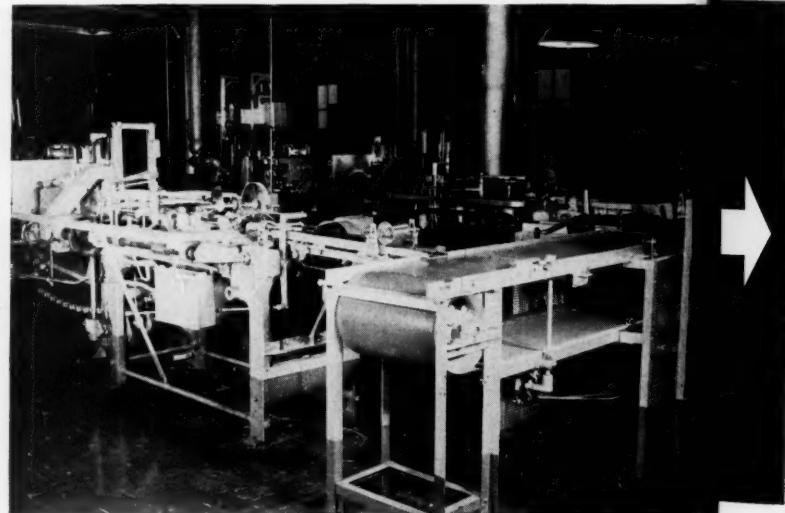
External appearances do not always provide a good guide for judgment, but in the case of the Bristol-Myers plant, they do. Both the plant and the viewpoint of the men who have built it vary to a marked degree from that of most manufacturers. The company was ahead of its time when concrete first filled wooden forms at Hillside some 20 years ago. And it has stayed a bit in the van of the parade every since. This progress is evidenced by the changing aspect of the exterior view of the plant which one year showed conventional metal factory sash windows and the next was converted by newly invented glass block into an air-conditioned model factory.

The new employees' hall and cafeteria—whose modern lines are just now coming into view as scaffold-

ing goes down—is another external evidence of the willingness to experiment and to change with the times. But you have to go inside the plant to really study change. For in the last six months, this entire plant—and particularly its packaging rooms—has undergone a major change that bids fair to set a trend that will be followed for many years by industry. Bristol-Myers, which has long streamlined its packaging operations, has now streamlined its packaging machinery and, in doing so, it has developed, for the first time, principles which might well serve as a guide for many another company contemplating a modernization program.

The project did not appear fullblown. It was not hatched from any single executive's brain in a moment of inspiration. It rather developed as a result of a co-operative study made by company executives and consultants in an attempt to achieve a group of objectives.

Another view of the Ipana line. Note exposed transverse belt conveyor at juncture of two sections of the line. Sketch, at center, shows proposed rebuilding. Completed housing provides ample working table areas not heretofore available.





Three steps in rebuilding the Ipana line. Note exposed condition of old machinery, confused appearance and exposed waste disposal equipment. Designer Herbert Rosengren's sketch proposed systematic enclosure to hide non-essential parts, permitting removal of protective metal sheetings when desired. Finished enclosure follows original sketch in almost every detail.

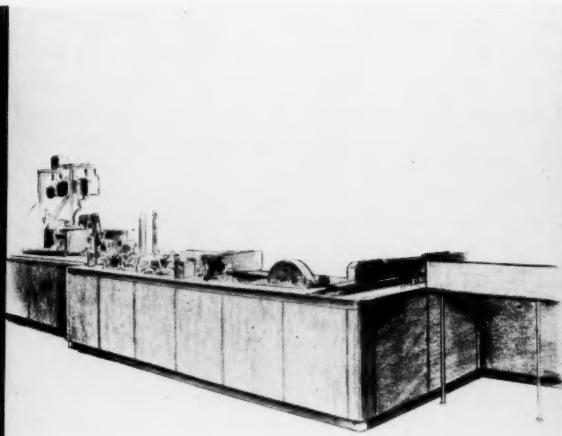
Let us examine these then in the order of their importance to the company so that we may judge the results by this standard for comparison.

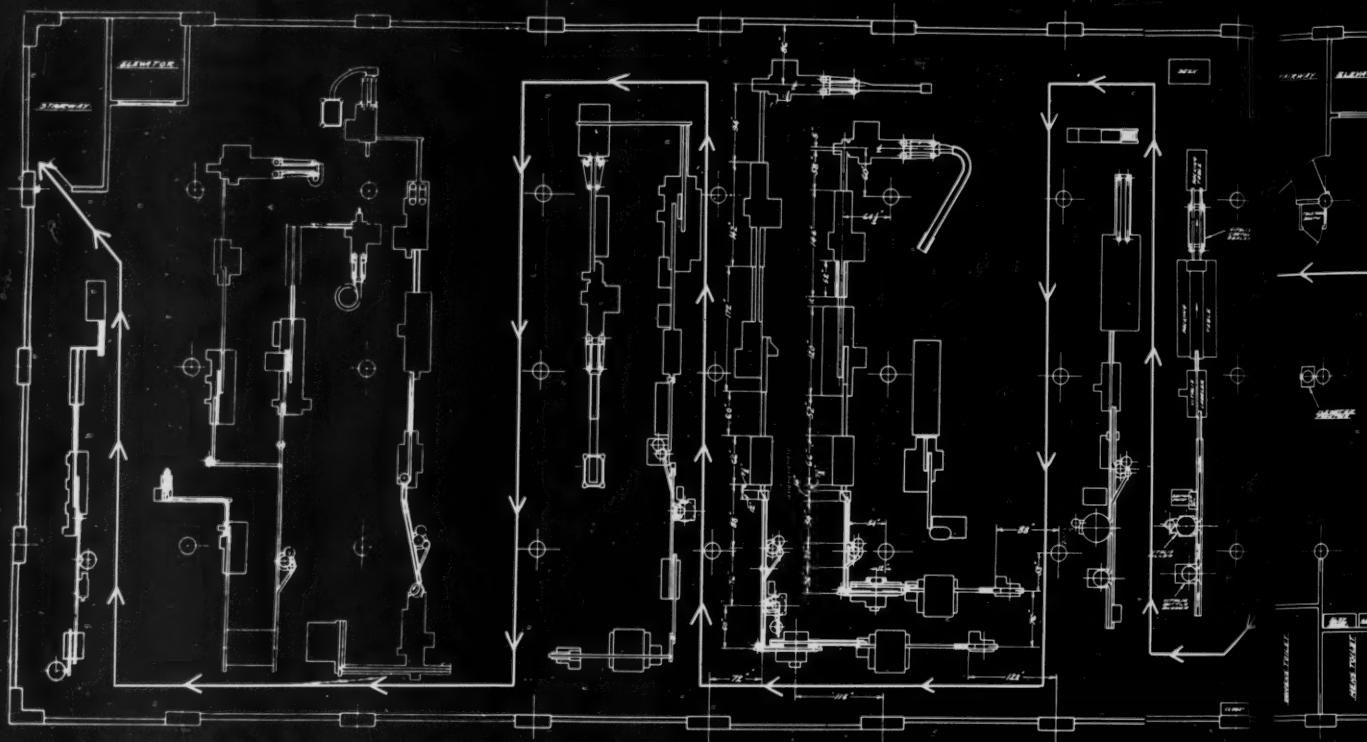
First the company sought greater utility from its modern machine set-up and greater facility of working with the machines—a better relationship between machine and operator. It was desired to make the plant, and particularly the packaging rooms, easier to maintain and to clean.

Secondly, the company sought to improve the safety factor. For many years, safety work has been carried out as part of the plant program, under the direction of a committee of executives and operator employees. This committee found, in the new streamlining plan, an opportunity to achieve safety factors which had heretofore been unobtainable and in pursuing this opportunity, it succeeded in modifying the general plant to a large degree.

Third, the new plan was entered upon as part of the company's employees-relations policy. One of the first firms to adopt the eight- and seven-hour day, one of the first to institute the five-day week, the paid vacation, employee life insurance and pension plans, the company has likewise been in the forefront of the move to make work pleasanter, less tiring and less hazardous for the employee. The streamlining program has made for greater ease and safety in work and made the plant a more interesting place for the several score men and women who spend their working lives within its walls.

A final objective correlated the redesign program with the company's policy of opening the plant daily to visitor groups. For a number of years, the company has accepted thousands of such visitors, conducting them on tours of the plant. The new set-up in all de-





parts, and particularly on the packaging floors, aids in the handling of visitors and makes the functioning of complicated machinery much easier to understand and appreciate. While cleanliness and efficiency have always been present, the new set-up emphasizes and even dramatizes these qualities. The visitor is no longer confused and distracted by a maze of seemingly incomprehensible equipment, but can rather follow the progress of each product as it proceeds from stage to stage down a streamlined route.

Some styling of individual machines for the packaging field had been assayed by machinery manufacturers and a few of these machines had been in the Bristol-Myers' plant for several years. They served, perhaps, as the starting point for the collective train of thought which led to the present plant transformation.

But Bristol-Myers' changeover differs widely in theory from those who would redesign machines as separate units. Starting from this point, executives and consultants developed the significant idea that machines lent themselves to redesign as production line

units—that whole lines should be treated as one integrated machine and that the entire plant could be completely styled and streamlined by a planned and standardized method.

The first consideration in this program involved the development of a proper standard working height. This had been established, in work simplification studies, as 39 in. above floor level for the type of work being done in this particular factory. This height would enable an operator to sit or stand at his work with equal ease. It was found that working heights varied throughout the plant and even varied greatly within single production lines. The first step in the program, therefore, was to readjust the heights to the 39 in. standard or, in special cases, to a height reasonably close to this standard.

Once this was accepted and accomplished, a system of standard panels and standard radii was evolved as the simplest and least costly way to accomplish the styling. Standardized panels and a simple construction plan have made possible the application of safety guards on

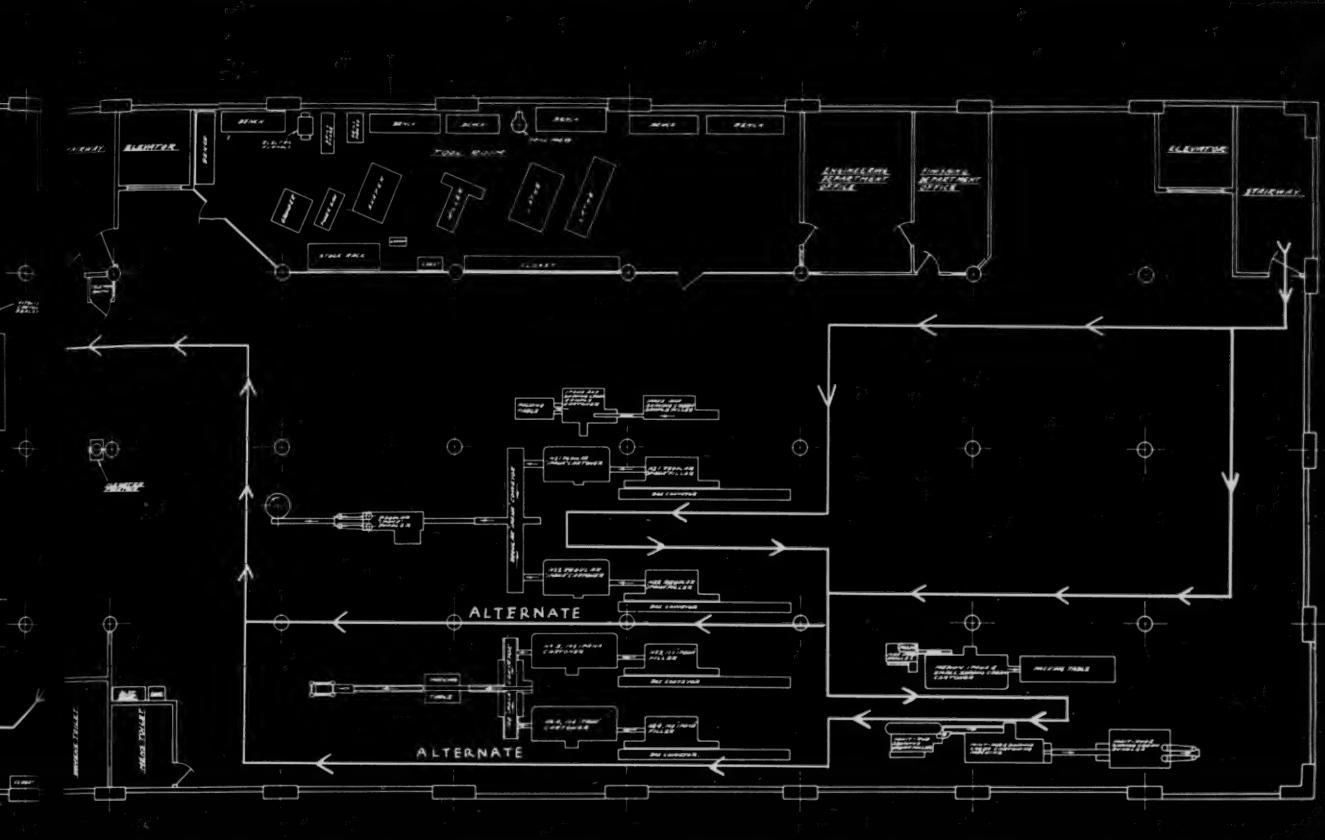


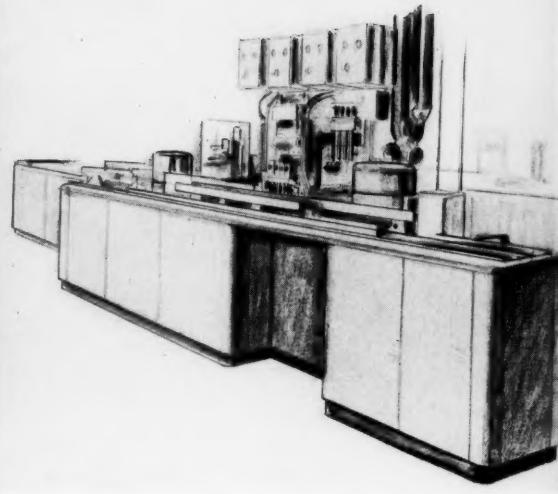
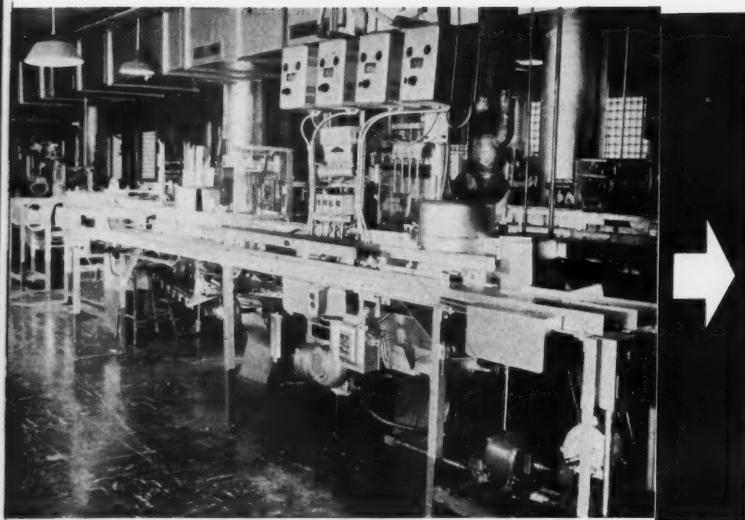
Diagram of layout of principal packaging floor of Bristol-Myers plant, showing route of guided parties as conducted through the plant. Ipana lines immediately above, Mum lines at extreme left.

a much wider scale than would have been practical if the work had to be done to special dimensions for each individual streamlining operation. The standardized panel plan of machine housing has also taken care of the production problem of keeping a production line flexible, since the panels are salvageable up to about 80 per cent when production lines—or even individual machines—are moved or changed in dimension. This factor has been considered particularly important in view of the company's past record for plant change. Production executives do not consider themselves as married to any special method of production or any single machine. Improved methods and machines had in the past been installed at frequent intervals and the anticipation of the continuation of this policy made flexibility of the streamlining a most important objective to be achieved.

In the packaging machinery field, most machines present a table level working point and most machines are made up of side frames, conveyor mechanisms at working height and driving and cam mechanisms below

the working level between the side frames. Exposed mechanisms are generally guarded with close fitting independent hung guards below the working level. These guards do not add greatly to the aesthetic appeal of the machine and they present difficulties for maintenance men whenever breakdown occurs or at cleaning and maintenance inspection periods. The new streamlined housings make possible the elimination of these small, hard-to-remove guards. The service men can now strip down an entire line by removing the easily detached panels of the streamlined housing and thus expose all mechanisms in a much shorter time than was formerly required to remove the individual small close fitting guards.

The masking of production line machinery in this manner has served to substantially reduce machinery noise by enclosing noise making mechanisms. This has had a visible salutary effect upon both employees and visitors. Machine safety has likewise been substantially increased, since most moving mechanisms are enclosed. Yet, the machinery is just as accessible as before, if not more so.



Finally, visitors are now able to more readily see the products being manufactured. This was almost impossible before because of the confused appearance of the machines—an appearance particularly confusing to visitors lacking the technical training or the familiarity of machine processing required for an understanding of what the machine does. The new housings define the production lines unmistakably. The flow of work is instantly clear even to the visitor most unfamiliar with factory procedure. Uninteresting mechanisms have been removed from their former prominence as eye-catcher and interesting mechanisms, which touch or affect the product directly, have been heightened in interest. One may say that unimportant elements have been masked and important elements dramatized. This, of course, all makes for a more intelligent study of the plant and a visitor may come away from the plant

with a clearer picture of the manufacturing process.

While the styling program has had a mechanical basis, it has not consisted solely of the building of streamlined housings. A color and painting program has likewise been introduced. The plant interior and machines had previously been painted with a metallic aluminum grey paint. Since one color is no more expensive for industrial purposes than another, experiments were made with a view to improving (1) lighting in the plant and (2) plant atmosphere and appearance through the use of color. The psychological effects of color on a man are known and tests which indicate color preferences established a line of thought which the rebuilding committee followed in this regard.

For all walls and ceilings, a "sunlight" yellow (not buff) was selected. This color was composed of pure white and lemon yellow. It reflected a cheerful at-

Juncture of tube filling lines leading to Ipana cartoning equipment. Note how designer's sketch makes provision of working area knee-holes. Extremely flexible finished housing permits of re-adjustment of machines at later dates with salvage of major percentage of the machinery housing frames and panels.





Tube filling section on Ipana lines. Note how exposed motors and conveyor mechanisms detract attention away from important and dramatic tube lifting mechanism and electric eye equipment. Designer's sketch housed all mechanisms below working areas. Final installation provided increased working table space and centered attention on parts of machinery coming into direct contact with the packages.

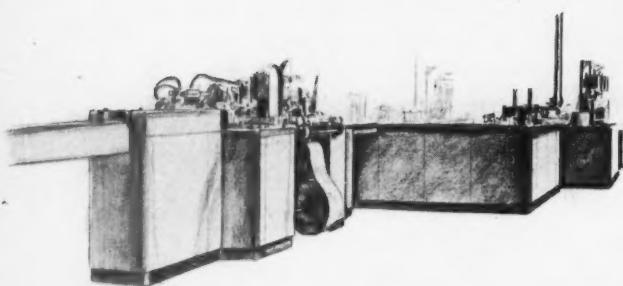
mosphere and cool light although yellow is, of course, a warm color. Tests showed that the previously used aluminum paint reflected only 40 per cent as much light as a theoretical pure white (magnesium oxide). This came as a surprise, for the "shine" of the paint had led many to believe that "light" was far better diffused.

Under the new program, machines were painted a "powder green," a color made up of blue white and the wall yellow. Tests showed that hands and the products stood out in relief against this background color, that it was easy on the eyes, that it created—in conjunction with the yellow walls—a cooling, cheerful atmosphere. The "powder blue" also proved to be the best background color for solid color bands which have been adopted to trace the various products in their progress through the plant and to number machines and other manufacturing units.

The effect of using this color scheme has been to heighten the light in the plant and to create a decidedly more cheerful working atmosphere. For the visitor, the atmosphere of the plant, due to the color, became more consistent with the type of products being manufactured by the company.

The whole work, as demonstrated by the illustrations which accompany this text, represented a truly monumental effort. But do not get the idea that costs were monumental. Although much experimenting had to be done and though every step represented a pioneering effort, the total cost of streamlining packaging lines and restyling the entire packaging floors came to between 5 per cent and 8 per cent of the cost of packaging machinery. If a similar program were to be preplanned prior to the installation of machinery in a new plant, costs would be further substantially lower.





It is finally important to note that the execution of this program did not disrupt the lines of thought that were being followed by the various departments in the company—production, personnel, consumer relations, etc. It rather united these departments in a common effort to achieve both their individual objectives and the common objective of providing a better working atmosphere. In this sense, industrial design has made a contribution to factory management as well as to the machine itself, for the program has provided a meeting ground for all departments and a common focus of interest which synthesized the various phrased objectives of individuals concerned with only one phase of the company's activities into the group of common objectives previously cited.

Particularly demonstrative of the care which was lavished on the program for redesigning of the packaging floor installations is the comparison between the sketches of the designer and the completed installations. The illustrations of this article have been carefully grouped so as to show the various machinery lines as they appeared before redesigning and streamlining, as the artist sketched them and as they now appear—all from the same angle.

The original installations present the usual confusing picture of machines, guards, conveyors, operators' chairs, material stacks, etc. The artist's sketches cover all of the machinery below table level in a metal sheathing. The photographs of finished installations are strikingly similar to the designer's sketches, but some notable differences do appear—differences which indicate that as the work progressed, it was found possible to make a change here and there, to re-locate, eliminate a guard rail or incorporate some added protective or convenience features not originally contemplated when the designs were made. This should not be construed as any criticism of the designer. On the contrary, it indicates a well-designed system which is sufficiently flexible to permit of modifications and adjustments, at the time of installation, which improve the convenience and the operating efficiency of the line.

Such flexibility would prove particularly valuable when—as most undoubtedly will occur in the future—improved machinery or changed production shall demand some change in these lines. For then they will really be put to the test and a degree of flexibility which promises 80 per cent to 90 per cent salvage is obviously high indeed.

One of the problems solved by the streamlining is in

Views of the Ipana regular line cartoning equipment. Note how exposed cross conveyor, in rear, and cartoning machinery, in middle foreground, were inter-connected by completely exposed conveyors. Designer's sketch shows major pieces of equipment fully enclosed. Finished installation shows some modifications from original sketch, increasing degree of enclosure and creating a better visual aspect. Note particularly the modification of delivery end of carton machinery, left foreground.

the elimination of waste disposal apparatus from its usual common position. Previously, boxes, baskets and bags had to be provided at various points in the line into which operators could drop waste packing material or damaged tubes, jars or closures. Today, in the Bristol-Myers plant, such waste receptacles are no longer in evidence, for they have been incorporated into the streamlined housings. The operator has merely to slide a defective package or package part along the table top to a hole provided for just that purpose. It drops into a receptacle housed in a bin within the general housing. Varying provisions are made for the removal of these receptacles at desired intervals.

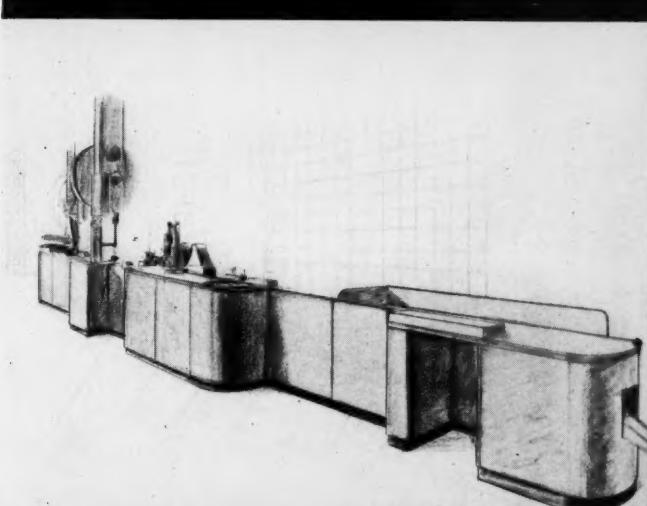
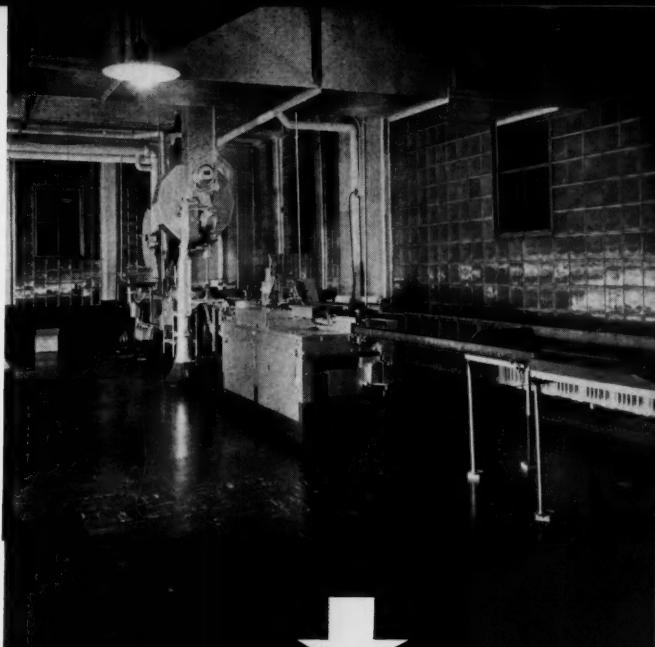
Another element of convenience which has developed out of the streamlining innovation is found in the ample table room available at levels identical to those of the conveyor lines. Formerly, whenever some interruption of production on one machine would cause things to pile up further back on the line, a very difficult problem presented itself to the operator who was confronted with the choice of stopping the entire line and standing idle or taking material off conveyor lines and stacking it over machinery guards or on the floor itself. Obviously, such procedure led only to the greatest degree of confusion and did not aid in presenting the plant to visitors as a model of neatness and order.

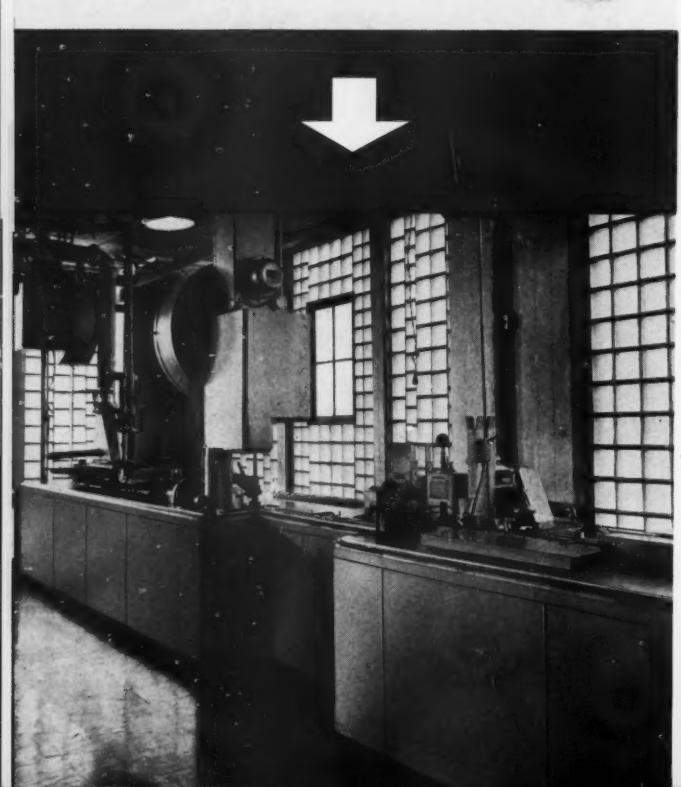
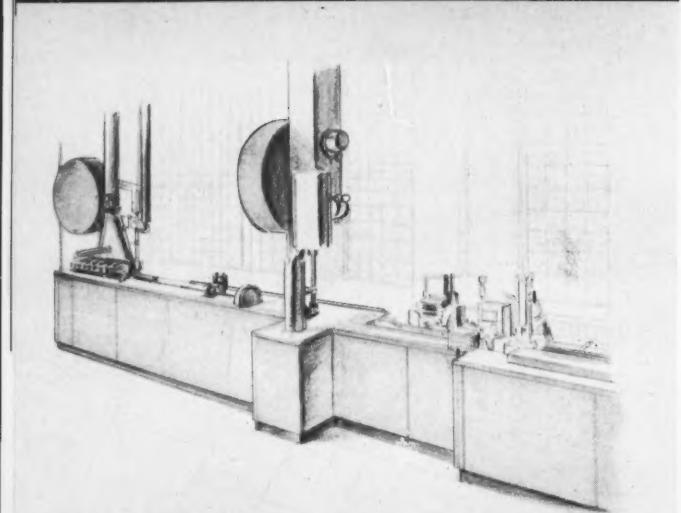
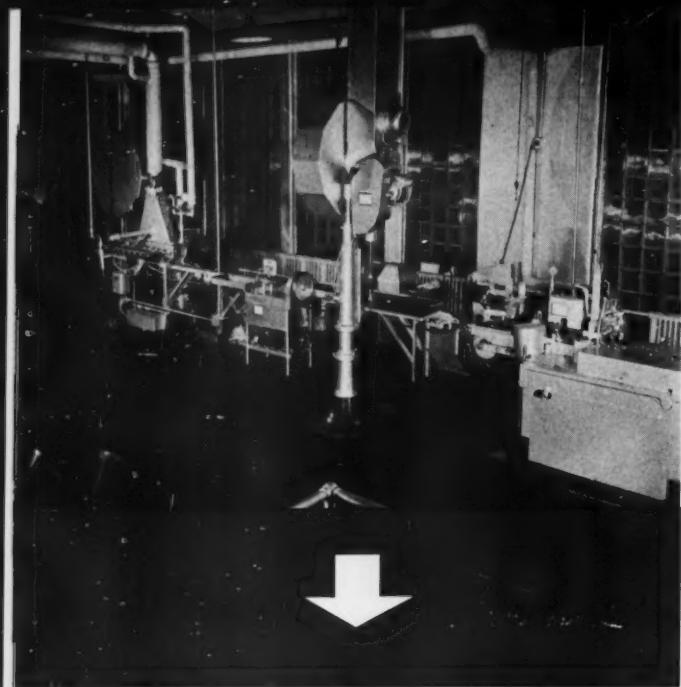
Should the same situation arise today—as it must in almost every plant on some occasion—far less labor will be required because material will be merely slid off the conveyor belt onto the adjacent table top. These tops provide ample working areas and reserve storage areas and thus assure a far greater degree of flexibility and continuity of production.

The "theatrical" effect of the new lines is startling indeed. Consider, for instance, the Ipana tube packaging lines. These formerly presented a confused appearance of cams, cogs and gears. The lay visitor—lacking any knowledge of packaging machinery and functions—could not distinguish between the relatively unimportant parts of the machine and those parts which perform the most unusual functions or the most important operations.

Under the new set-up, however, most unimportant parts (unimportant from the viewpoint of the lay visitor) are hidden under the general housing. The spectacular parts which come into immediate contact with packages are found in view. Thus, electric eye mechanisms which register the tubes in proper positions are clearly seen. The ingenious finger mechanisms

Mum packaging line as rebuilt. Note, in photograph of old one, the partial enclosure of the machine in the center and the exposed condition of conveyor lines, filling and capping machines and finishing table (foreground). In contrast, the designer's sketch shows complete enclosure of machinery, but projects a different construction of the finishing table from that which was finally utilized. Note the absence of guard rails and the complete enclosure of the discharge mechanism as shown in the photograph of the finished line. Note also how provision is made for kneeholes and for the disposal of waste materials.





which lift tubes out of shipping cartons and place them into the tube filling machine are clear to view. The filling heads, the crimping heads and the essential parts of the cartoning machinery may not only be seen by the visitor, but may be better understood because they are seen against a background of panel rather than against a confused mass of other machinery.

From the safety viewpoint, the re-planning scheme probably offers more to other companies in its potentialities than was actually gained by Bristol-Myers. For this plant has always managed to maintain a very high safety record. With some 275 employees, it has had only six lost time accidents in two years. It has had a perfect record in state-wide interplant safety contests. Nonetheless, the streamlining of machinery was carried out with the safety precaution as one of the major considerations.

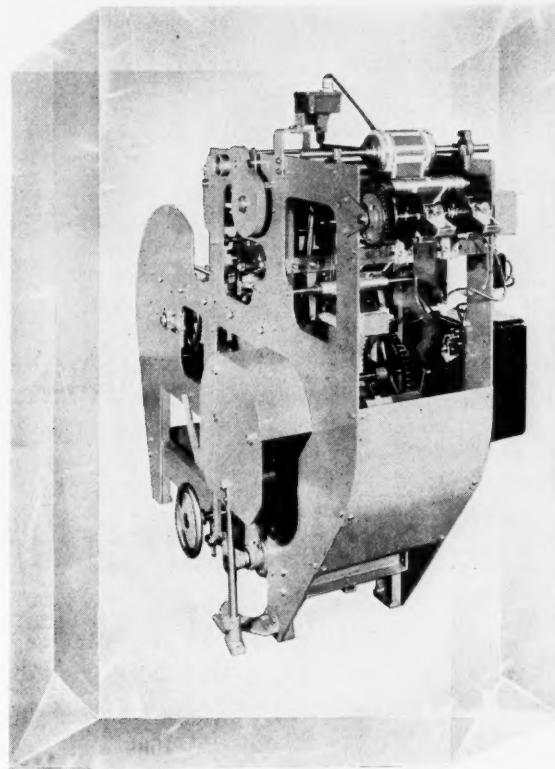
Another safety consideration involved the handling of visitors and the new set-up here is keyed to an expansion of the visitor-handling program even beyond its former levels. When lay people, in groups of 20 or 30, are conducted through a plant, it is obviously impossible to apply to them the same watchfulness for safety that may be expected of trade employees. Safety for visitors can not be based on personal training in the avoidance of danger. It must be based, rather, upon pre-arranged impossibility of contact between the visitor and dangerous, high-speed operating mechanisms.

Both for the convenience of the operating staff and as a means of showing the visitors a consistent and easily understood progression of manufacturing steps, tours are conducted through the plant on a pre-arranged route. The diagram on pages 84 and 85 shows this route which is clearly marked by the lines and arrows as applied to the fourth floor where packaging operations are conducted. It may be noted that on this route, visitors come into fairly close contact with machinery at a number of points. Such close contact—necessary for a clear understanding of machine operations—could not have been permitted formerly when machinery was exposed and hence less sanitary and more dangerous. As things are today, however, there is no danger of soilage to clothes or any injury to visitors in a close approach to machine lines and the routes have, therefore, been modified to permit of this close examination.

Credit: Redesign program was conducted by plant officials working in close collaboration with industrial designer Herbert Rosengren. Housings built to designer's specifications by the Falstrom Co

Close-up view of the Mum packaging line, showing filling and capping equipment and partial view of cartoning machine. Here again, visually unimportant mechanisms have been masked while dramatic portions of the machine, coming in direct contact with the package themselves, are emphasized. Note how finished installation differs in some details from original sketch.

It's in the BAG!



And So Is Your Product When You Use the Peters Automatic Bag Making Machine

ANOTHER NEW SENSATION

Business is "in the bag" these days for many industries. Products of various types are being packaged in transparent bags.

Once again Peters has developed a machine to meet the new packaging needs. The above photograph illustrates this **PETERS AUTOMATIC BAG MAKING MACHINE** and the type of bag it makes from rolls of Cellophane, Sylphrap, Glassine and other transparent materials. It

makes the bags much more economically than you can purchase them made-to-order.

This machine requires no operator and even strips the bags from the mandrels, placing them on a conveyor belt ready for use. It operates at an average speed of 36 bags per minute. Equipped with Electric Eye Attachment for spot registering printed materials.

Write today for complete information on a machine to make your bags. No obligation.

PETERS MACHINERY CO.

4700 Ravenswood Avenue, Chicago, Illinois



1. Left: The Naturalpak carton as it appears on the dealer's shelves. Right: The inner heat-sealed Pliofilm bag as filled with processed stringbeans.

Prepared Foods in Cartons

New "Naturalpak" process utilizes heat-sealed Pliofilm bag and paper carton for processing and packaging of food products

A new process for the sterilization of food products in inexpensive paper packages has recently been developed in California by Duryea Bensel. If claims made for this process should be substantiated under actual production and marketing conditions, it would offer a number of significant advantages in certain fields over presently available packages.

As described by its developers, the process requires that blanched vegetables or other prepared foods be

placed in an envelope type bag made of Pliofilm. The bag is then heat-sealed and placed in what are known as cooking chambers. These chambers are sealed water and vapor tight and are then placed in standard retorts as now used in canning plants. Here they remain for from 25 minutes to 1½ hours under high temperatures and pressures. After sterilization has been completed, the cooking chambers are pressure cooled and the bags are removed from the chambers (Continued on page 108)

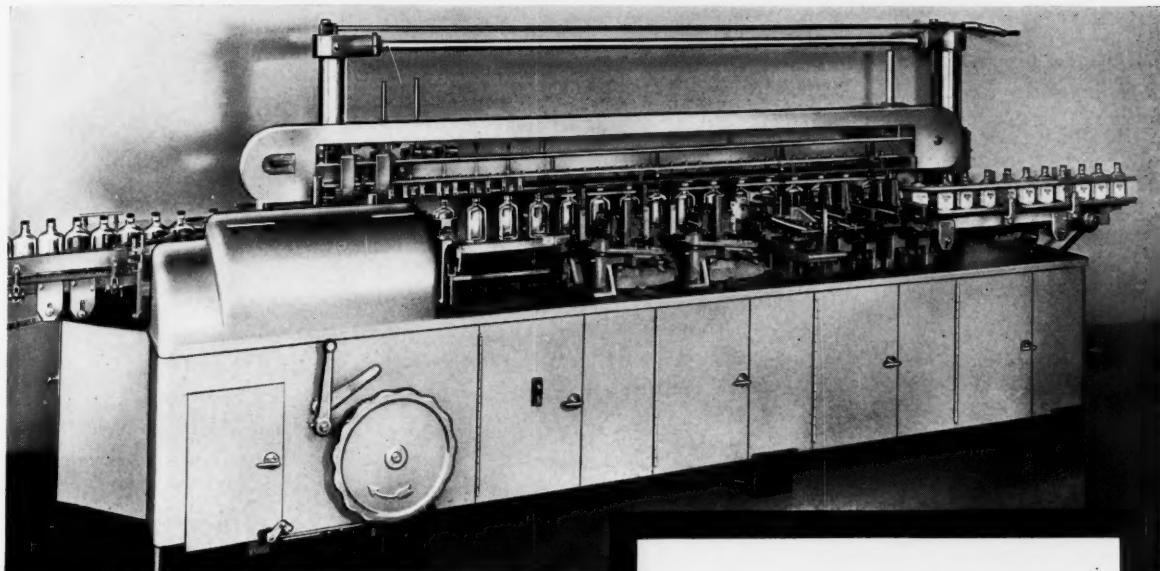
2. The carton ready to insert into cooking chamber, a rectangular metal holder which is sealed water and vapor tight before cooking. 3. Duryea Bensel, inventor of the process, holds a cooking chamber ready for insertion into the processing retort.



A MESSAGE TO THE WINE & LIQUOR INDUSTRY

PNEUMATIC ANNOUNCES

The Labeler Your Industry Designed



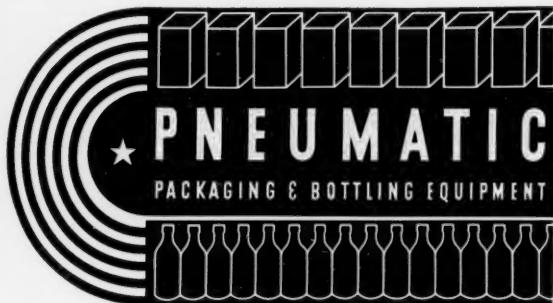
AMERICAN wine and liquor bottlers should be commended for their insistent demands that better production machinery be developed to cope with their own specialized packaging requirements. Perhaps more than any other group in the entire packaging industry, you are responsible for the improvements which have developed in bottling technique in the last five years.

Cleaning, filling, capping and labeling operations have all been brought to a high efficiency level. Labeling is one task in particular which involves many problems for you which are not found in bottling other products. Because Pneumatic has built many labeling machines for wine and liquor bottles since 1933, we have obtained a first hand knowledge of your "ideal" labeler.

It's got what you want!

1. Operates efficiently at speeds up to 120 bottles per minute.
2. Accommodates all your popular sizes, half-pint flasks to quart rounds.
3. Can be quickly and easily adjusted from one size to another in this range.
4. Applies either front only, or front and back labels.
5. Accurately spots labels on round bottles carrying molded designs or letters.
6. Handles the new lightweight glass without breakage.

The machine illustrated above is what you've asked for! Now Pneumatic meets your every demand with its new Duplex "Spotter" Labeler! Write to-day for details! Arrange to see the Duplex in actual operation.



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Standardized Materials Index

Initiating a new department in Modern Packaging, designed to aid the packager in his search for improved package parts and packaging equipment

Every packager cherishes the individuality of his package designs. And rightly so.

Yet, hardly a packager exists who does not utilize, at some point in the packaging picture, standardized package parts or equipment.

Until now, it has been difficult for the packager to ascertain, without tedious research and inquiry, the availability of any desired type of package part in standardized form. If we wanted a closure of given design and did not wish to have one made to his special order, he found it necessary to inquire throughout the trade and to examine numerous samples in the process of discovering whether a stock closure of desired type—size, shape, material, coloring, etc.—actually existed.

Each month, the research staff of Modern Packaging is called upon to answer literally hundreds of inquiries for stock mold glass containers, for standardized closures, for stock cartons, for standardized machinery, for labels, seals, cans, boxes, wrappings, patterned papers, etc. While this research staff has a great deal of collated information on each of these subjects, even its files have lacked completeness.

To remedy this situation, we now start the publication of a standardized materials index. On the pages which follow will be found the first installment of this department, consisting of 24 perforated cards which may be withdrawn from this issue of Modern Packaging and filed for reference. Each month, additional cards will appear and it is hoped thereby to gradually expand this index so as to make it possible for every packager, keeping a file, to ascertain quickly and accurately the types of standardized materials and equipment available in any given category.

For convenience in filing, we have adopted an index system whereby each card is numbered decimal. If filed in sequence, each reference will appear adjacent to closely related references and thus comparisons between available materials may be easily made.

For further convenience of the reader, code letters are incorporated in each notation so that an entire group of reference cards may be withdrawn for examination by the simple act of withdrawing all cards under a given letter reference. Thus the letter *B* will denote boxes of all types and decimal numbers will indicate groupings of various categories within the box field—paper, wood, metal, plastic, etc.

It is impossible to append to each index card the

name of the individual supplier making the particular product shown. This is particularly difficult in certain fields where standardization is industry-wide and where a dozen or more suppliers may make a given article. As a service to its readers, Modern Packaging will be glad to provide the names and addresses of suppliers to readers requesting this information. For the convenience of such readers, several cards are incorporated in this first installment of the index which may be used in requesting information. Additional cards of this sort will appear from time to time. They should be filed with the balance of the index and will thus be available whenever needed.

Requests will be answered expeditiously by mail except when extreme urgency is indicated, in which event telegraph service will be utilized. Phone requests to Modern Packaging's research department will likewise be honored, although readers are urged to make requests by mail whenever possible.

From time to time, as standardized materials which have been listed in the index become unavailable, deletion cards will be published. These will instruct the individual keeping a file to withdraw cards of given numbers or to mark them as no longer available.

It is obvious that an index of this sort will improve in value as it grows in size. This increase in value can, however, be hastened if our readers will inform us as to the particular types of categories or materials or supplies they would like to have treated at an early date. Readers' comments in this regard—as in any other—will be most welcome.

In addition to information on individual standardized articles, occasional cards will be devoted to information on industry-wide standardizations, such as those applying to glass containers of certain categories, to closure finishes, to tin containers, etc. Such information may require the use of several cards to cover a single subject. In these cases, each card, in a given series, will be separately numbered, but alongside the number there will be an additional indication reading, "To be filed adjacent to number —."

The size of these cards and their form is such as to permit of filing in a standard card catalog file cabinet. If, however, sufficient demand arises, special file cabinets may be made available. Here again, reader comment will be appreciated.



THE MOST *Flexible* FILLER YOU HAVE EVER SEEN

So versatile it will fill practically any kind of container with almost any kind of material, the Stokes & Smith Universal Filler, with Gross Weight Scale, comprises four different machines in one single unit. These are:

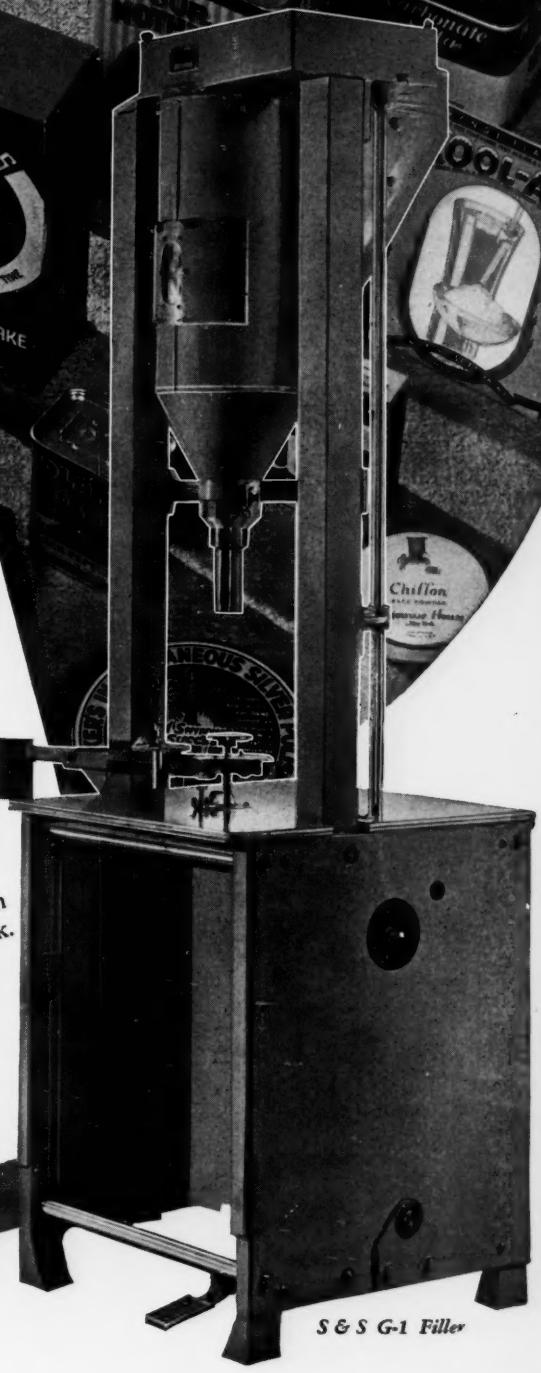
1. A gross weight scale with auger feed or rotary feed.
2. A volumetric filler measuring material by the volume of the package.
3. A volumetric filler measuring material by the smaller turns of the auger, a very precise way for the smaller quantities.
4. A packing machine to compress the material into packages.

Changing from one type of container to another, even from any paste to free-flowing powder, is only a few minutes work.

May we arrange a demonstration for you?

STOKES & SMITH CO.
PACKAGING MACHINERY PAPER BOX MACHINERY

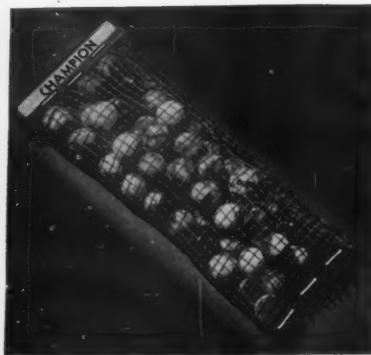
Philadelphia
British Office: 23, Goswell Road, London, E. C. 1



S & S G-1 Filler

You can do *Wonders* with wire...

*for point-of-sale effectiveness,
product protection and lower cost*



Bag Sealed with Steel, Top and Bottom—Label Attached with Same Staples.

SALES APPEAL
PROTECTION
ECONOMY



But these examples hardly begin to touch on the variety of jobs that can be done by Bostitch. Write for folder, "Bostitch Fastens It Better With Wire." There are 782 easy-to-operate models and 300

specializing representatives who will explain our liberal trade-in, budget and rental policies.

No matter what the shape of your product or the material of the container, consider Bostitch for carding, bagging, labeling. Many articles once thought impractical for stapling, now go to market with *all* three stapling advantages—sales appeal . . . protection against rough handling, theft and loosening of closure from moisture . . . economy due to faster fastening.



Labeling a Product That Has No Surface. Staple Clinches Maze of Wire, Saves Cost of Container.



Awkward Product Cellophane Wrapped. Made into Neat, Protective Display by Bostitching.

SALES APPEAL
PROTECTION
ECONOMY



SALES APPEAL
PROTECTION
ECONOMY



The Bostitch staff of 18 Research Engineers will help you adapt Bostitch methods to your fastening problem. Send us a sample to learn how your product might be better sealed, identified or displayed.

BOSTITCH
Gives you all three

**SALES APPEAL
PROTECTION
ECONOMY**

BOSTITCH—56 Division Street
East Greenwich, Rhode Island
BOSTITCH—Canada Ltd., Montreal

STANDARDIZED MATERIALS INDEX

See page 94 for full details regarding this new department in Modern Packaging

G. 601

G.C.A. Standards for Glass Containers

The Glass Container Association has redesigned numerous types of containers along scientific lines representing substantial improvements, in many respects, over previously existing varieties. The new standardized types are lighter in weight, more convenient to handle in the plant, stronger, unassailable on grounds of consumer deception and are frequently far better looking and far more convenient in use.

These types are obtainable, in almost every instance, through all glass companies specializing in each category of container production. Variations in finish and decoration may be introduced.



G. 602

G.C.A. Standard Round Stubby Catsup Bottle. Capacity: 12½ fluid oz. Weight (maximum): 9 oz. Filling point: 5 29/32 in. above base.

Note No. 1: Bottle may be made with any suitable G.C.A. glass finish, neck and shoulder contours must meet requirements of particular finish used.

Body of bottle may be made plain or decorated, as desired. Decorations exceeding .032 depth not considered good practice.

Tolerances: G.C.A. No. 1 standard.

G. 603

(See also G. 604)

G.C.A. Standard Round Stubby Juice Bottle. Bottles may be made with any suitable G.C.A. glass finish, neck and shoulder contours to meet requirements of particular finish used.

Body of bottle may be made plain or decorated. Decorations exceeding .024 depth not considered good practice. Recommended that bottom of bottle be stippled.

Tolerances: In accordance with G.C.A. No. 1 standard.



G. 604

(See also G. 603)

G.C.A. Standard Round Stubby Juice Bottle

| Capacity | Weight | Overflow Capacity | A | C | D |
|-----------|---------|-------------------|-------|-----|----------------|
| Fluid Oz. | Max. | With Finish Shown | | | Str. for Label |
| 8 oz. | 6 oz. | 8½ oz. | 5½ | 11½ | 2½ |
| 12 oz. | 8 oz. | 12½ oz. | 6 1½ | 9½ | 3 ½ |
| 16 oz. | 9½ oz. | 17½ oz. | 6 11½ | 13½ | 3 ½ |
| 24 oz. | 12½ oz. | 25½ oz. | 7 1½ | 1 | 4 ½ |
| 32 oz. | 16 oz. | 33½ oz. | 8 ½ | 1 ½ | 4 ½ |
| 108 oz. | 32 oz. | 108 oz. | 9 1½ | 1 ½ | 4 ½ |

G. 605

(See also G. 606)

G.C.A. Standard Boston Round Bottle. Available in capacity from ½ oz. to 32 oz.

Bottle may be made with any suitable G.C.A. glass finish or with cork finish.

Weight, height and body dimensions are ideal and should be maintained subject to G.C.A. No. 1 standard tolerances.

Body of bottle must be of round cross section and perfectly plain.

Neck sizes are nominal and subject to changes to conform to standard practices of individual manufacturers.



G. 606

(See also G. 605)

G.C.A. Standard Boston Round Bottle. Available in capacity from ½ oz. to 32 oz.

Jar weight may be adjusted to suit manufacturing conditions provided maximum weight as specified is not exceeded.

Jar weight may be adjusted to suit manufacturing conditions provided maximum weight as specified is not exceeded.

Body of jar must be oval or oblong cross section and may be plain or decorated. Decoration exceeding .032 depth not considered good practice.

Tolerances: G.C.A. No. 1 standard.

(See also G. 605)

G.C.A. Standard Boston Round Bottle

| Cap. | Weight | FP | A | B | C | D | R ₁ | Finish Size | No. Cork Size |
|-----------|-----------|-----|-----|-----|----|------------|----------------|-------------|---------------|
| Fluid Oz. | Inches Up | | | | | Flat Space | | | |
| ½ Oz. | 1½ Oz. | 1½ | 2 ½ | 1 | 1½ | 11½ | 1½ | 18-400 | #2 Regular |
| 1 Oz. | 1 ½ Oz. | 2 ½ | 21½ | 1 ½ | ¾ | 11½ | 1½ | 20-400 | #3 Regular |
| 2 Oz. | 2 ½ Oz. | 2½ | 3 ½ | 13½ | ½ | 2 | 1½ | 20-400 | #3 Regular |
| 3 Oz. | 2 ½ Oz. | 3 ½ | 3 ½ | 13½ | ½ | 2 ½ | 1½ | 22-400 | #4 Regular |
| 4 Oz. | 3 ½ Oz. | 3½ | 37½ | 13½ | ½ | 2 ½ | 1½ | 22-400 | #4 Regular |
| 6 Oz. | 4 ½ Oz. | 4 | 47½ | 2 ½ | ½ | 23½ | 1½ | 24-400 | #5 Regular |
| 8 Oz. | 5 ½ Oz. | 4½ | 47½ | 21½ | ½ | 3 ½ | 1½ | 24-400 | #5 Regular |
| 12 Oz. | 7 ½ Oz. | 4½ | 51½ | 21½ | ½ | 31½ | 1½ | 28-400 | #7 Regular |
| 16 Oz. | 9 ½ Oz. | 5½ | 6 ½ | 21½ | ½ | 4 ½ | 1½ | 28-400 | #7 Regular |
| 32 Oz. | 16 ½ Oz. | 6½ | 7 ½ | 34½ | ½ | 5 ½ | 1½ | 33-400 | #8 Regular |

G. 607

(See also G. 608)

G.C.A. Standard Oval Wide Mouth Food Jar

"Odd sizes also included in specification up to 68 fluid oz."

| Capacity | Overflow | Ind'l | Not Ind'l | Weight | A | Finish |
|-----------|-----------|-------|-----------|--------|------|--------|
| Fluid Oz. | Fluid Oz. | | | Max. | Max. | Max. |
| 4 | 3½ | 4½ | 4½ | 4½ | 3½ | 53mm. |
| 4½ | 4½ | 4½ | 5½ | 5½ | 4 | 53mm. |
| 5 | 4½ | 5½ | 5½ | 5½ | 4½ | 58mm. |
| 6 | 5½ | 6½ | 6½ | 6½ | 4½ | 63mm. |
| 7-8 | 6½ | 8½ | 7½ | 7½ | 5 | 63mm. |
| 9-10 | 8½ | 10½ | 8½ | 8½ | 6½ | 63mm. |
| 11-13 | 10½ | 13½ | 9½ | 9½ | 5½ | 63mm. |
| 14-15 | 13½ | 18½ | 10½ | 10½ | 6 | 70mm. |
| 16-17 | 15½ | 17½ | 11 | 11 | 6½ | 70mm. |

STANDARDIZED MATERIALS INDEX

See page 94 for full details regarding this new department in Modern Packaging



B. 201

Natural gunwood floral chest. Special hinging arrangement. Inside of lid finished in clear lacquer. Balance of chest unlined. Available with padlock and key. Floral applique on lid.

Inside dimensions: 8 1/2 in. long, 6 in. wide, 2 1/2 in. deep.

Shipped 12 to the case. Shipping weight, 24 lbs. per dozen.



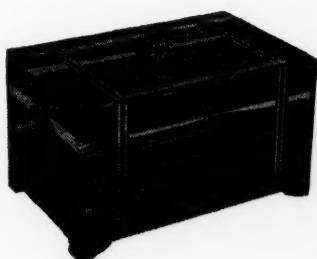
B. 205

Lined mirror cedar chest. Trimmed with brass corner plates with black lines. Black stripe around bottom edge of lid. Black feet, black handles. Padlock and key. Embossed satin in lining. Mitered mirror in lid.

Inside dimensions: 9 1/2 in. long, 6 in. wide, 2 1/2 in. deep in bottom part, 3/4 in. deep in lid.

Packed 12 to the shipping case. Shipping weight, 37 lbs.

Also available without lining and mirror. Packed 12 to the shipping case. Shipping weight, 28 lbs.



B. 202

Natural finish cedar chest. Heavy wooden feet. Wooden handles nailed on. Hinges riveted on. Trimmed with brass straps, overlaid with black lines, tacked on with fancy headed tacks. Metal lid support on the inside.

Two sizes. Size A: 15 1/2 in. long, 9 1/2 in. wide, 5 1/2 in. deep in bottom part, 1 1/2 in. deep in lid. Packed individually. Shipping weight, 7 lbs. (crated, 10 lbs.). Size B: 19 1/2 in. long, 12 1/4 in. wide, 8 1/4 in. deep in bottom part, 1 1/2 in. deep in lid. Packed individually. Shipping weight, 15 lbs.

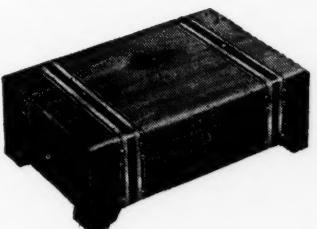


B. 206

Ivory tan floral chest. Danish style with special shading of sides and front. Tan shading around edges. Floral design on top. Lined with Nile green embossed satin. Mitered mirror in lid.

Inside dimensions: 9 1/2 in. long, 6 in. wide, 1 1/4 in. deep in bottom part, 3/4 in. deep in lid.

Packed 12 to the shipping case. Shipping weight, 28 lbs.



B. 203

Lined mirror cedar chest. Trimmed with brass straps overlaid with red lines. Available with padlock and key. Lined with fancy red paper. Mitered mirror in lid.

Inside dimensions: 9 1/2 in. long, 6 in. wide, 1 1/4 in. deep in bottom part, 3/4 in. deep in lid.

Packed 12 to the shipping case. Shipping weight, 28 lbs.

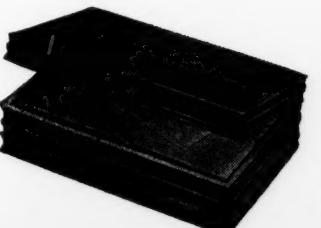


B. 207

Cedar vanity chest. Trimmed with brass straps overlaid with red lines. Handles with red centers. Available with padlock and key. Embossed satin lined in assorted colors. Mitered mirror in lid. Rouge and powder compacts and lipstick in special holder at rear of chest.

Merchandise compartment dimensions: 9 1/2 in. long, 6 in. wide, 2 in. deep in bottom part, 3/4 in. deep in lid.

Packed 12 to the shipping case. Shipping weight, 43 lbs.

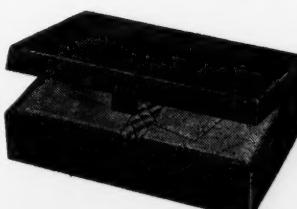


B. 204

Danish style maple grain finish chest. Black shading around edges. Lift lid in front. Lined with gold figured embossed satin. Mitered mirror in lid.

Inside dimensions: 9 1/2 in. long, 6 in. wide, 1 1/4 in. deep in bottom part, 3/4 in. deep in lid.

Packed 12 to the shipping case. Shipping weight, 28 lbs.



B. 208

Matched grain walnut finish chest. Beads across top and sides of box in front and back. Matching beaded lift lid in front. Lined with ocean green embossed satin. Mitered mirror in lid.

Inside dimensions: 11 in. long, 6 1/2 in. wide, 2 1/2 in. deep in bottom part, 3/4 in. deep in lid.

Packed 12 to the shipping case. Shipping weight, 42 lbs.

RESEA
MODI
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Please

as show

Name

Address

24

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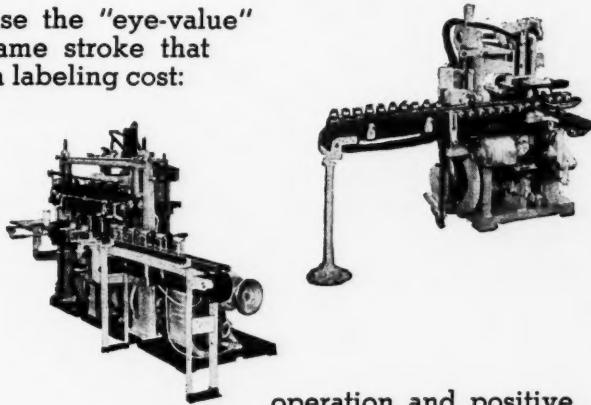
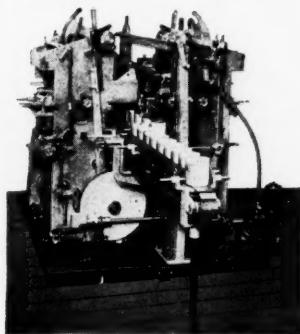


*Make your **PRODUCT** better — make your **PROFIT** More!*

Scores of manufacturers increase the "eye-value" of their merchandise by the same stroke that makes a measurable reduction in labeling cost: They install the

Labelrite method

for labor saving—Time saving
perfect register—ease of



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lower cost...There is a
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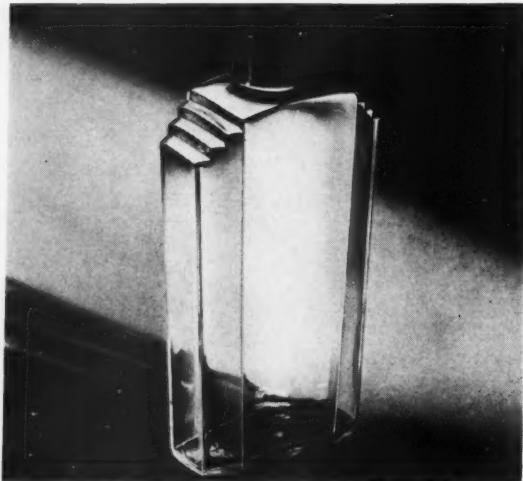
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Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY • METHODS and SUPPLIES

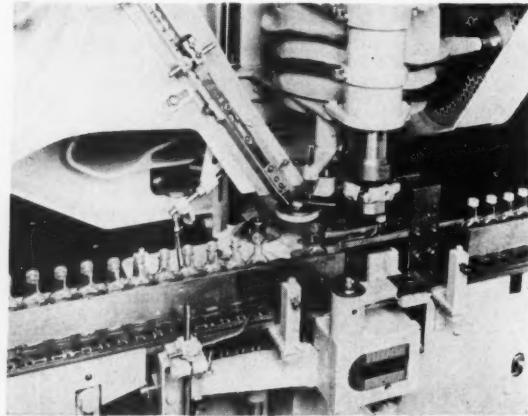


NEW STOCK BOTTLE

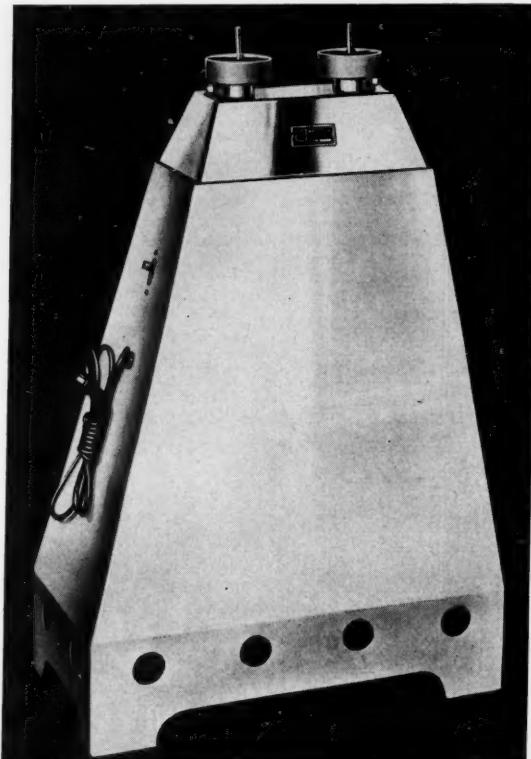
A new type of stock bottle, known as the Majestic Oval, has been developed by the Maryland Glass Corp. The bottle is particularly well suited for the packaging of perfumes, toilet waters, lotions, shampoos and other such similar products. Manufactured only in natural flint glass, the Majestic Oval is available in $\frac{1}{8}$ -oz., $\frac{1}{4}$ -oz., $\frac{1}{2}$ -oz., 1-oz., 2-oz., 4-oz., 6-oz., 8-oz., 16-oz. and 32-oz. sizes. Black Bakelite closures can be furnished from stock if desired. Sprinkler tops are available in the 2-oz., 4-oz., 6-oz. and 8-oz. sizes.

SINGLE HEAD CAPPER

A single head capping machine, a product of Pneumatic Scale Corp., Ltd., incorporates a new feature. It



utilizes a continuous straight line conveyor, with dial escapement feeding of the bottles. Thus there is no starting and stopping of the line of bottles to be capped, nor is there any transfer pushing of the bottles. A slowly revolving dial, located at the back of the intake conveyor, operating in conjunction with a finger on the front side of the conveyor, separates one bottle from the line and permits it to float into the bottle clamps underneath the capping head. Here the bottle comes to rest just long enough to permit the application of the cap. A speed of 50 containers per minute is claimed to be practical.



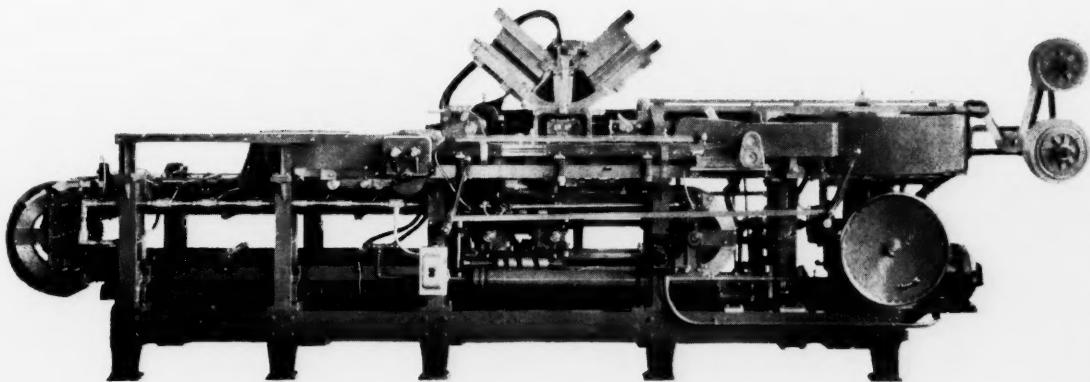
2-TUBE AIR CLEANER

The U. S. Bottlers Machinery Co. is marketing a 2-tube air cleaner, known as Model E-Z, which may be used in industries where the cleaning of containers through the medium of compressed air is satisfactory. Two containers are cleaned simultaneously, the speed at which bottles can be cleaned depending, to a degree, upon the design, size and type of containers being cleaned and upon the dexterity of the operator. The actual cleaning operation is automatic, but containers must be

a one-machine packaging line

CARTON FORMING, LINING, FILLING AND CLOSING MACHINE

With a running speed up to 150 complete cartons per minute



A high speed cartoning machine that is completely different from anything on the market. This machine in one complete unit automatically performs the operations of making the cartons from the flat blank, then lining, filling and closing them.

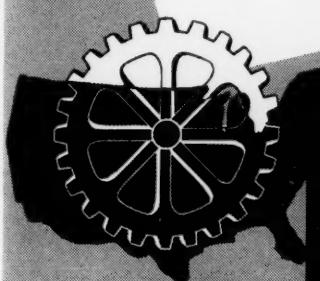
The cartons are set up and glued from flat blanks which have previously been cut, creased and printed, and known as the "Brightwood cereal style" blank. The setting up of the blanks on this machine eliminates the expense of previously glued cartons, and in addition this style of carton generally shows a saving in the amount of board used. The machine will produce either a tuck style or a glued top carton. When tuck style cartons are used, we might point out that only the top requires tucking as our machine produces a solid bottom carton. This has several advantageous features—it prevents the consumer from opening the package at the wrong end and eliminates the necessity of printing on the carton "open at this end." It also reduces by 50% the possibility of the contents dropping out of the carton.

The operation of the machine is briefly as follows: The wax paper liner is cut from a roll and formed over formers. Then the flat blank is fed from a magazine and formed on the same formers over the wax paper. The carton is glued and, by passing through a heating unit, the adhesion is hastened, at the same time heat sealing the liner. The lined carton is then elevated to the filling station where the product is filled or inserted. Next, the top of the liner is folded (and heat sealed if a sift-proof package is required), and then the top flaps of the carton are either glued or tucked, thus completing the package. If desired, a cellophane wrapping attachment can be added to the machine to wrap the completed cartons.

The liner produced on this machine is, in our opinion, the most perfect wax paper liner ever made by machine at such high speed. This liner can, of course, be omitted if the job does not require it.

The machine can be equipped to carton one-piece solid articles, or multiple free-flowing solids, or free-flowing powdered products. Speeds will vary from 100 to 150 packages per minute, depending on the product.

Send us samples and particulars on your requirements, and we will be glad to submit detailed information.



U. S. AUTOMATIC Box Machinery Co. Inc.

Owning and Operating

NATIONAL PACKAGING MACHINERY CO. • CARTONING MACHINERY CORP.

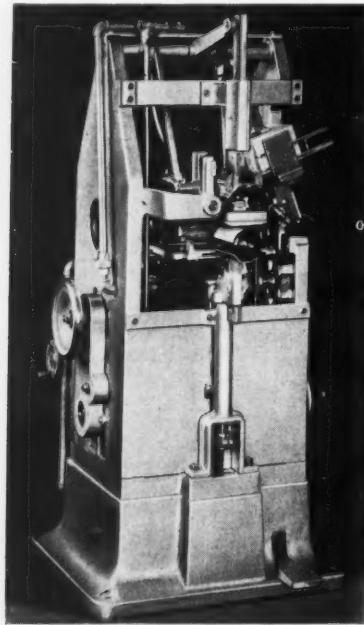
18 ARBORETUM ROAD, ROSLINDALE, BOSTON, MASS.

Branch Offices: NEW YORK CHICAGO, ILL.

placed on the cleaning tubes and removed from the machine by manual means.

The cleaning tubes are furnished in brass, nickel-plated and polished, and ten tubes in all (five sets of two each) are said to be sufficient to take care of an entire range of container, including all types, styles and sizes of container openings. All sizes of tubes are interchangeable. The necks of the bottles rest in rubber cups to prevent damage to them, while an aluminum housing protects the mechanism that actuates the flow and stoppage of the compressed air.

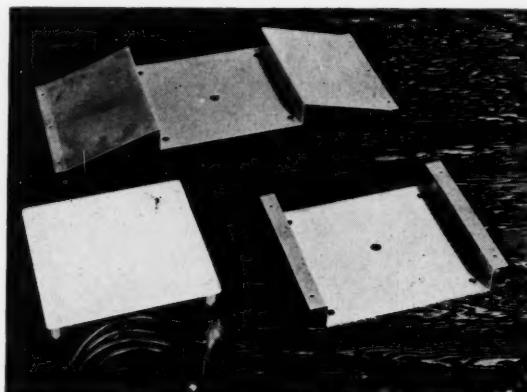
The supply of compressed air, as produced by the air compressor located in the base of the machine, holds the valves in the cleaning mechanism tightly closed until the containers are placed in an upside-down, vertical position over the cleaning tubes. The combined weight of the containers and hand pressure actuates the mechanism that allows a flow of compressed air to enter the bottles, blowing out dirt, dust, etc. Upon relaxing the slight pressure on the base of the containers, the flow of air is stopped. Thus only when bottles are actually being cleaned is compressed air used. The compressor delivers air at a pressure of approximately 30 lbs. to 40 lbs. per sq. in. The unit operates from an ordinary electric light socket. The switch for starting and stopping the unit is located on the side of the cabinet within easy reach of the operator. Floor space occupied by the machine is 27 in. by 14 in. and the unit may be had with or without casters and with or without inspection lights as desired.



SEMI-AUTOMATIC LABELER

Model CH Semi-Automatic World Labeler is a new member in the Economic Machinery Company's labeling machinery line. The unit, it is reported, is capable of handling labels from postage stamp size up to 4 in.

width and 5 in. height, applying the labels to bottles of varying sizes from tiny ampoules up to 4 in. diameter. The machine operates at a claimed speed of 20 to 60 bottles per minute. Changes in bottle or label sizes can be made with a minimum number of changeover parts. Label holder, gum box, bottle stand and wiper are readily accessible to the operator. The labeler occupies 2½ ft. by 3 ft. of floor space and can be furnished with a portable truck for ready transfer to any service point in the plant. A convenient safety lock prevents accidental or unauthorized operation of the machine. A single ½ hp motor takes care of both the labeler drive and vacuum pump.

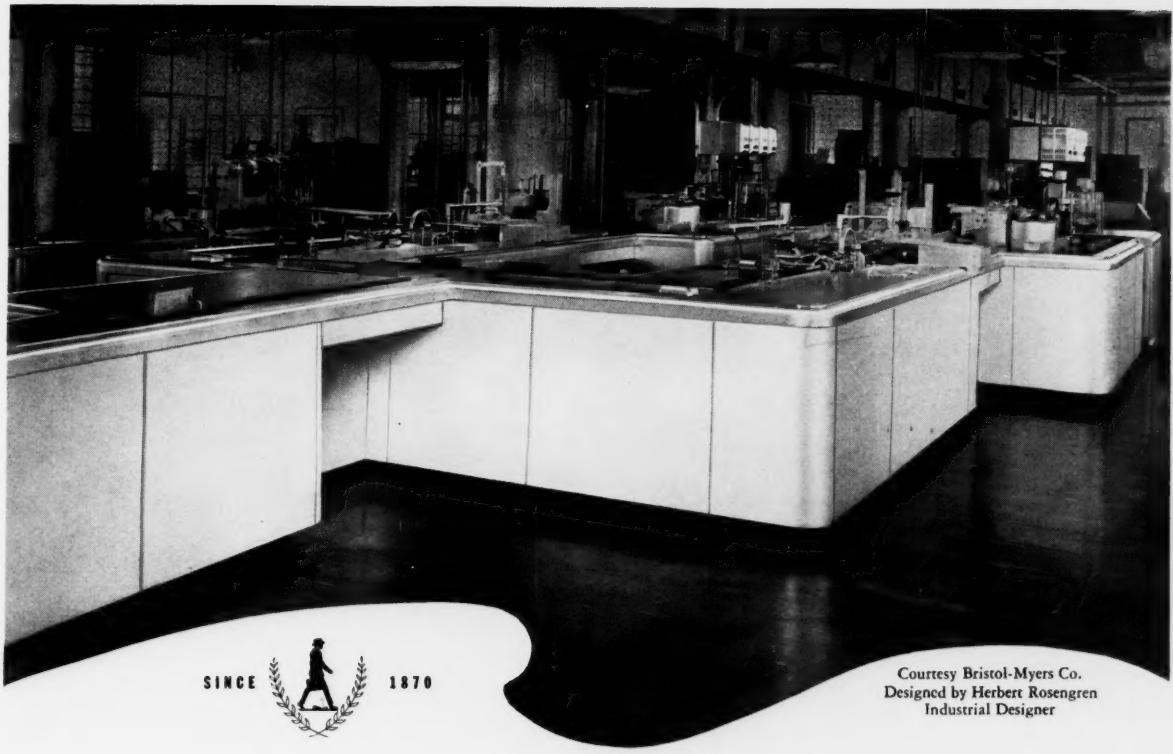


HOT PLATES

The Corley-Miller hot plates, marketed by Miller Wrapping and Sealing Machine Co., are said to offer a quick inexpensive means for sealing packages wrapped in heat sealing cellophane or waxed papers. The hot plates can be used in three ways—on feet with air holes for heat insulation, with slide for sliding packages up and over and with trough or cradle for mounting flush with table top. The units are available in two sizes, small and large. The small model has a 5 in. by 10 in. sealing surface. Overall dimensions: On feet, 5 in. wide, 10 in. long, 2 in. high; with slide, 10 in. wide, 19½ in. long, 2 in. high; with cradle, 7 in. wide, 10 in. long, 2 in. high. The large model has a 10 in. by 10 in. sealing surface. Overall dimensions: On feet, 10 in. wide, 10 in. long, 2 in. high; with slide, 10 in. wide, 24½ in. long, 2 in. high; with cradle, 12 in. wide, 10 in. long, 2 in. high. Both models have adjustable thermostatic heat control and 6 ft. of heavily insulated, rubber covered lead-in cord. They can be furnished for 110 or 220 volts, A.C. or D.C. The hot plates are sturdily constructed with aluminum sealing surface. The units have one beveled edge for tiny packages or narrow seams.

CELLULOSE TAPE PRINTER

The Printape machine, manufactured by the Printape Co., prints transparent cellulose adhesive tape continuously as the tape is dispensed from the unit. The compact machine—10 in. long, 5 in. high and 4 in. wide at its broadest point—consists of a cast base with the



SINCE 1870

Courtesy Bristol-Myers Co.
Designed by Herbert Rosengren
Industrial Designer

Built by FALSTROM

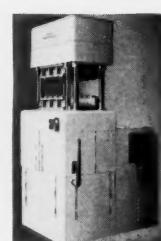
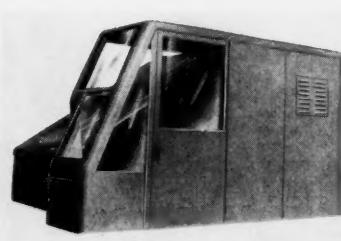
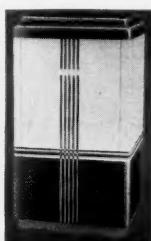
Streamlined Steel Enclosures for Modernizing All Types of Machines

A MODERN MACHINE must *look* as good as it is. This is true for several reasons. First, the outward appearance is to the prospective buyer the key to the worth of the entire machine. Good first impressions are strong and serve to direct favorable attention especially to latent features in intricate machinery. Second, packagers of proprietaries, food products, pharmaceuticals and cosmetics frequently open their doors to the general public as an institutional goodwill measure. Equipment must have that new, attractive, clean-cut appearance to impress visitors. Third, and very important, the enclosing of projecting shafts, belts, sprockets and other drive parts brings about a

sense of confidence in the machine on the part of its operators which asserts itself in faster, cleaner, safer production.

Falstrom engineers are building smoothline steel enclosures for all types of equipment—packaging, labeling and production machines, molding presses, air conditioners, boilers, instruments and controllers, and many other products for the industrial and domestic market. Ask us to send you "Product Appearance Either Helps or Hinders Sales" and other bulletins which may give you profitable ideas for your business. Write to Streamline Steel Division, Falstrom Company, 17 Marietta Avenue, Passaic, New Jersey.

**FALSTROM
COMPANY**
of PASSAIC, N.J.
Engineers in Steel. Since 1870



D

PATE



...Creating A New Display?

Do not overlook THE DFC PRINCIPLES OF CARDBOARD CONSTRUCTION.* Unique effects are obtained through new methods of scoring and folding light weight cardboard, resulting in greater strength and manufacturing economies. Unlimited variation of construction and design, embodying these principles, are available through regular lithographic and printing sources.



DISPLAY FINISHING COMPANY, Inc.

21-16 44th Road

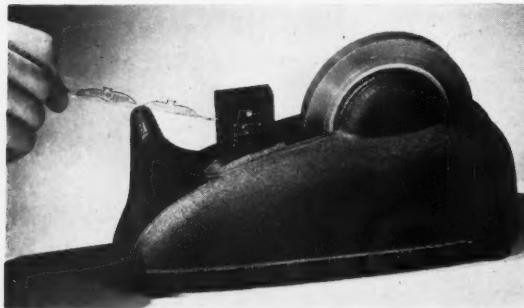
Long Island City, New York

Mounters and Finishers to the Lithographic Trade

*PATENTED



exception of the printing housing which is constructed of brass. This housing is a small box holding the special powdered ink, conveyor system, distributor device and engraved brass wheel which contains the impression to be printed. The conveyor consists of a rubber belt, rotated by the engraved wheel which is so arranged as to follow the ink as it diminishes in the reservoir. The belt also deposits the ink on the face of the type. After the ink is picked up, the face of the type bears against a felt roller which distributes the ink evenly over the surface. The next contact with the type is the adhesive side of the transparent cellulose tape which the ink transfers in the form of letters or illustration.



The machine is economical to operate. The printing roller is of brass and it is claimed will serve indefinitely. Each printing wheel has a diameter of 3.1416 in. and the advertising message or other copy must, therefore, be imprinted within this dimension.

GRANULAR MOISTURE REGISTER

The Moisture Register Co. has announced the production of a new unit called the Granular Moisture Register. This unit may be used for moisture testing granular, powdered, pelleted and loose pulp materials as well as vegetable products, tobacco, dried fruit, etc. The machine is self-contained and completely portable. It weighs 40 lbs. and is 11 in. high, 11 in. deep and 7 in. wide. The register is powered by low-cost batteries which the company claims will give at least one year of ordinary service.

Material to be tested is placed in a cup at the top of the machine and operation of a crank lever produces

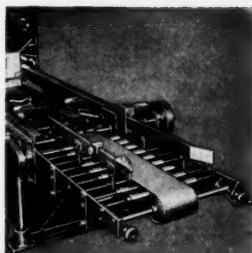
hydraulic pressure to squeeze air from the sample, after which measurement is made by operating a small switch lever. The same lever, thrown to upward position, releases hydraulic pressure and returns plunger to open. Readings are independent of room temperature, humidity or temperature of the sample in normal ranges. An instrument is supplied with meter dial reading in direct moisture percentages or with arbitrary numerical scale from which the user determines calibrations.



LIQUOR POURER

The George Ulanet Co. is marketing a new type liquor pourer known as the Chrome Dome Pourer. A cork closure is housed in a shell of chrome. The chrome dome incorporates a pouring spout, the spout, in turn, being equipped with a flap which opens automatically when the bottle is tilted in pouring position. Thus evaporation losses are reduced. A check-flow mechanism (the submerging of the vent hole on the underside of the spout) checks flow of liquor so that spilling or overflowing are eliminated. The Chrome Dome Pourer is said to be made of rust-proof materials, heavily chromed plated. Thus it will not tarnish, retaining its gleaming appearance.





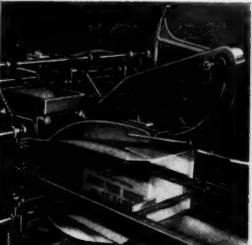
POSITIVE PLUNGER TYPE
FEED AND TIMING DEVICE



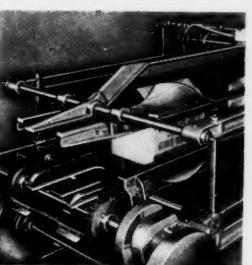
FEED-IN CHAINS AND
BOTTOM FLAP OPENER



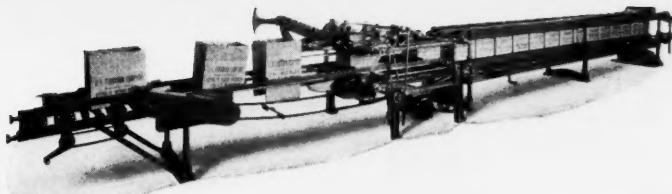
INNER TOP FLAP CLOSER
WITH SAFETY RATCHET



OUTER FLAP SPREADERS
AND GLUING MECHANISMS



CLOSING OUTER FLAPS



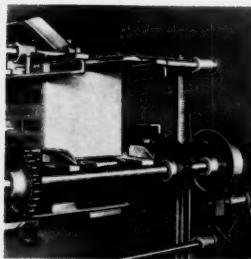
PACKOMATIC MODEL "D" SHIPPING CASE SEALER WITH 18 FT. COMPRESSION UNIT

MORE THAN 2000 MANUFACTURERS HAVE PUT THEIR O. K. ON PACKOMATIC PERFORMANCE

These machines have stood the test of time and high speed production. They are of sturdy construction to withstand the punishment of continued use over a long period of years.

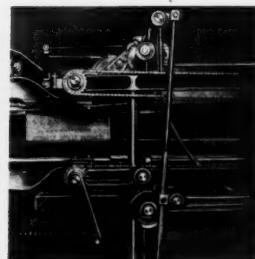
Hundreds of leading manufacturers have been sealing cases "The Packomatic Way" for many years because they have found it to be the economical way.

Packomatic Case Sealers are furnished fully automatic, for both top and bottom gluing and sealing—or for top sealing or bottom sealing only. They will apply any commercial adhesive, and the spread can be adjusted, as required, for the best sealing results.



SPRING TENSION CASE
SQUARING DEVICE

WRITE—WIRE
OR—PHONE FOR
A PACKOMATIC
ENGINEER—
YOU WILL BE
UNDER NO OBLI-
GATIONS



FLEXIBLE GLUE SKIP AND
HORIZONTAL ADJUSTMENTS

PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

REPRESENTED IN

CHICAGO
DENVER
SAN FRANCISCO

NEW YORK
ST. LOUIS
LOS ANGELES

BOSTON
NEW ORLEANS
SEATTLE

Plants and Personalities

AT A MEETING of the board of directors and executive committee of the board of directors of Continental Can Co., Inc., New York, N. Y., the following changes in officers, to become effective February 1, 1940, were made: C. C. Conway resigned as chairman of the executive committee, but continues as chairman of the board of directors. O. C. Huffman resigned as presi-



J. F. HARTLIEB

dent and was elected to the office of chairman of the executive committee of the board of directors. J. F. Hartlieb, executive vice president, was elected to the office of president. All of these officers will continue as directors of the company.

The announcement of the changes in the officers also included the following information relative to the newly elected president: J. F. Hartlieb originally came with Continental Can Co., Inc., as assistant to the president in March 1927. Thereafter he was successively elected vice president in February 1928; director in February 1929; member of the executive committee of the board of directors in December 1934 and executive vice president in August 1936.

HANKINS CONTAINER CO., Cleveland, Ohio, announces that the new addition to its plant has been completed and is now being occupied. Built by The Gillmore-Carmichael-Olson Co., the new addition comprises about 40,000 sq. ft. of floor space and maximum facilities have been installed to promote production and efficiency.

THE NEW YORK OFFICE of the Kimble Glass Co. is located at 10 Rockefeller Plaza.

DIRECTORS OF THE Lithographers National Assn., Inc., New York, N. Y., have voted unanimously to hold that group's 35th Annual Convention at the Hotel Del Monte, Del Monte, Calif., on June 4-7, 1940.

CHAMBON CORP., Garfield, N. J., has purchased the assets, patents and patterns of Adolph Weiss, manufacturers of the Weiss-Speedry Gravure Presses, according to an announcement made by Thomas Meloy, president of Chambon Corp. Mr. Weiss has joined the executive engineering staff of the corporation.

THE ROYAL TRANSPARENT CONTAINER Corp., Leominster, Mass., reports that they are now authorized fabricators of Monsanto Vue-Pak. The company manufactures a complete line of various types and shapes of transparent packages.

TRIANGLE PACKAGE MACHINERY CO., Chicago, Ill., announces that S. A. Melbostad and O. L. May will represent the company in the northeastern territory, with offices located at 50 Church St., New York, N. Y.

BAKER GRAVURE CO., INC., is the name of a concern formed recently and which will introduce to the trade a new process label and wrap for candy and other products. The firm is headed by Herman Baker and makes its headquarters at 140 West 21st Street, New York, N. Y.

THE AMERICAN MANAGEMENT ASSN., New York, N. Y., sponsors of the Wolf Package Competition, announces the jury of award as follows: Mrs. Katharine M. Ansley, executive secretary of the American Home Economics Assn.; James C. Boudreau, director, School of Fine and Applied Arts, Pratt Institute; Allan Brown, director, Public Relations, Bakelite Corp.; Gordon Cole, advertising manager, Cannon Mills, Inc.; Joseph Givner, assistant to the vice president in charge of merchandising, Sears, Roebuck & Co.; Edgar Kobak, vice president, Lord & Thomas; C. B. Larrabee, editor, Printers' Ink Publications; Ray M. Schmitz, vice president, General Foods Sales Co., Inc.; Miss Dorothy Shaver, vice president, Lord and Taylor.

All packages entered in the competition will be exhibited at the Tenth Packaging Exposition, Astor Hotel, New York, N. Y., March 26 to 29, 1940. Entries will be accepted up to the deadline date of February 10, 1940.

They DELIVER the Goods!



Regular Slotted Containers with bottoms wire stitched will deliver your products in the best possible condition, because wire stitching makes the box stronger, more rigid and safer than when taped or glued.

You can depend on a wire stitched bottom remaining tightly closed, regardless of moisture or heat, or length of time in storage.

Likewise wire stitches cost only five or six cents per 1000, and labor cost of wire stitching is less than taping or hand gluing because many more boxes per hour can be produced with the use of stitching machine.

The BLISS Heavy Duty Bottom Stitcher

is the fastest and by far the strongest and most durable Bottom Stitcher built. And it has other advantages:

1. One adjustment for varying thickness of stock.
2. Speeds up to 300 or more stitches per minute.
3. Large clearance between stitcher head and post aids in handling the boxes.
4. Only one-sixth of the cycle is used to drive the stitch, leaving five-sixths to move the work—a most important factor in rapid stitching and an exclusive BLISS feature.
5. Single pedal for operating post and stitcher head—a great convenience to the operator.
6. Stitcher head is quickly detachable as a unit.
7. Uses any of the standard ribbon and Hybar wires, also flat and round sizes.

For further information write

DEXTER FOLDER COMPANY

330 West 42nd St., New York, N. Y.

CHICAGO
117 West Harrison Street

BOSTON
185 Summer Street

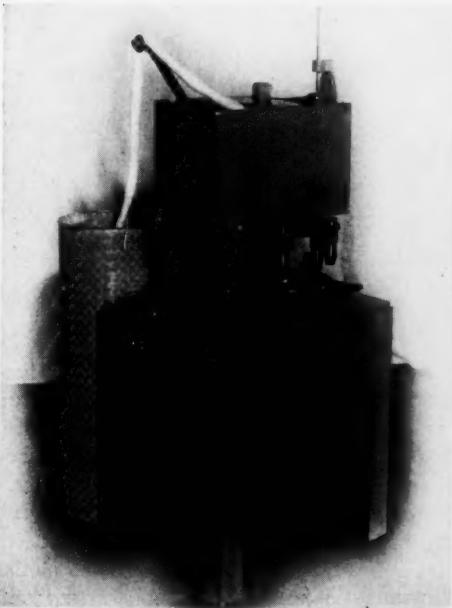
DALLAS, J. F. Carter, 5241 Bonita Ave.
SAN FRANCISCO, LOS ANGELES, SEATTLE, Harry W. Brintnall Co.



BLISS Heavy Duty Bottom Stitcher

Announcing!

Universal Kottoner



A compact, well designed unit which will automatically receive the bottles from your dry line, cut and insert the exact amount of wadding you require and return the properly stuffed bottles to your conveyor line for subsequent operations... and most important of all—the entire operation is biologically sterile insofar as human contact is concerned.

We invite your inquiries.

Manufactured and sold exclusively by

The Consolidated Packaging Machinery Corp.

1400 West Avenue Buffalo, N.Y.

For Your Information File

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

THE B. F. GOODRICH CO., Akron, Ohio, has published an 8-page catalog section on its printing rubbers. The section first outlines the essentials of successful printing with rubber plates and the differences between practices in this field and that of metal plates. Description of printing materials and engraving rubbers, with a two-page exposition of typical constructions and details of materials is provided. Uses and methods of handling unvulcanized printing rubbers, suggestions to users of vulcanizing compounds, utilization of stamp gums and the part fabrics and rubber cements play in the process also are outlined. Illustrated not only with typical examples of work printed from rubber plates, but also with sketches showing plate construction and pictures of equipment used, the catalog section should provide a fund of information for the graphic arts field.

A LIST OF basic information sources relating to packaging has been compiled by Ruch C. Leslie of the Business Information Section with the cooperation of the Forest Products Division and the Transportation Division of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce, Washington, D. C. Governmental publications which may be procured from the Superintendent of Documents, Government Printing Office, are given together with price indications. Other Governmental publications, issued by the Bureau of the Census and the Bureau of Foreign and Domestic Commerce, are likewise listed.

Non-Governmental publications, magazine articles, business papers, directories and trade organizations are listed. In the case of magazine articles, the list is as complete as it can possibly be for a work of this type and the bibliography covers a wide range of packaging. Business papers and trade organizations are listed with their full name and address for ready reference.

Likewise published by the United States Department

of Commerce, Bureau of Foreign and Domestic Commerce, is a list of references to packing goods for shipment and materials used for shipping containers. This basic information source list contains Governmental, non-Governmental, magazine articles, business papers, directories and trade organizations, presented in the same manner as the references to some published material relating to packaging.

THE REGULAR MONTHLY comparative report of folding box shipments into the metropolitan New York area was issued recently by The Folding Paper Box Manufacturers Assn., Inc., New York, N. Y. Shipments into the metropolitan New York area was reported to total \$753,580 for November 1939 as compared with \$910,212 for October 1939. Shipments a year ago, November 1938 totaled \$662,839.

It has been decided by the members of The Folding Paper Box Manufacturers Assn., Inc., to issue the current monthly figures on shipments of folding paper boxes each month. These statistics would be supplemented from time to time by releases on general news of the industry, trends, new developments, folding paper box designing, etc.

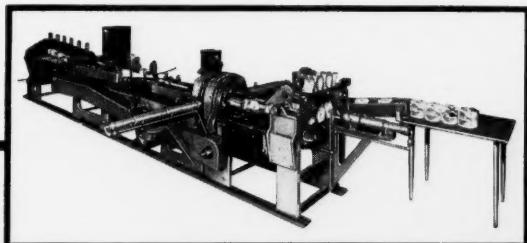
"A WORKBOOK FOR PLANNING PRINTING" is the title of a book published by S. D. Warren Co., Boston, Mass. The publication is offered as an aid in production planning of printed pieces. One section of the book presents various standard unit sizes from which the dummy booklet is made. Actual booklets are tipped in the volume so that page size may be seen in concrete form. Actual samples of dummy booklets are likewise offered, illustrating unusual sizes and format which may be achieved by use of a standard sheet unit. Another portion of the book is given over to samples of paper, showing quality of each of the grades in a line of papers. Swatches of papers to facilitate selection of the weight of the paper is another helpful item in the publication. A complete set of sizes and colors of standard booklet envelopes is found in still another section of the book.

THE LITHOGRAPHERS NATIONAL ASSN., Inc., New York, N. Y., has republished the article entitled "From Stones to Rubber Blankets" which discusses the history of the lithographic process from the date of its discovery in 1796 to the technological developments which characterize the industry today. Included in the reprint is a newly compiled partial list of lithographed products and media.

THE AMERICAN BAG CLOSING MACHINE CO., Chicago, Ill., has issued a folder on its automatic bag closing machine. The circular illustrates and gives full information on the unit.

JAMES J. MORAN has been appointed technical manager of the sales department of the Kimble Glass Co., Vineland, N. J.

WRAPPING MACHINE



NEW HIGH-SPEED MACHINE FOR WRAPPING EITHER SQUARE OR IRREGULAR SHAPED PACKAGES

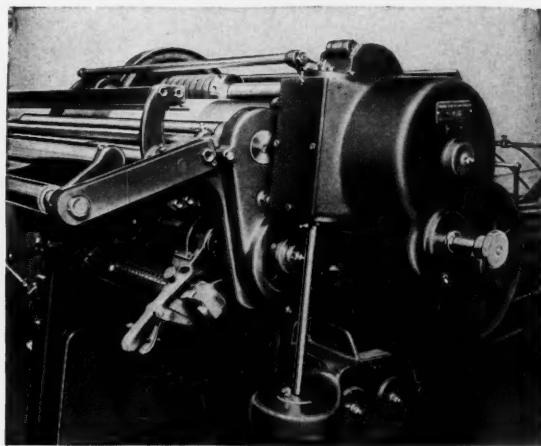
Fully automatic, this rotary-type wrapping machine is capable of the highest possible speed production.

No cams, no reciprocating movements. Wrappers are fed from continuous roll.

Send us your wrapping problems.

HUDSON-SHARP
MACHINE CO. • GREEN BAY • WIS

NO MORE WASTE IN CUTTING TO PRINTED REGISTER

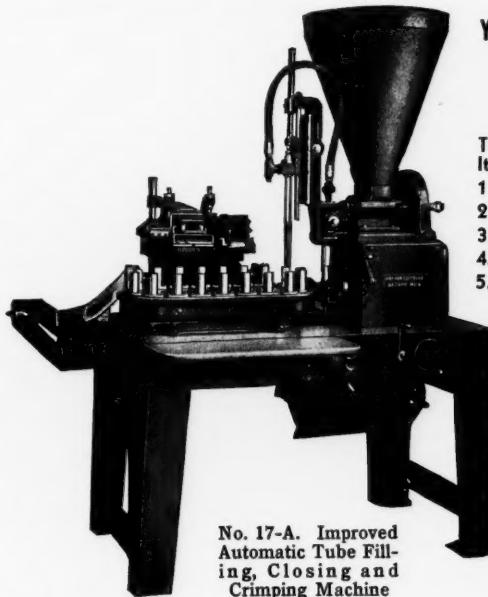


DEPENDABLE ACCURACIES IN "SPOT SHEETING" ARE NOW ASSURED THROUGH THE **NEW BECK**

DIFFERENTIAL CUT-REGISTER CONTROL UNIT

For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheeters controlled either by hand or **ELECTRIC EYE**.

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts. Philadelphia, Pa.



No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

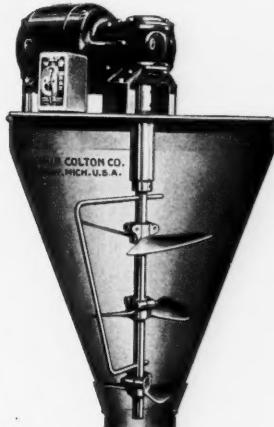
ARTHUR COLTON CO.
2602 JEFFERSON AVE., EAST
DETROIT MICHIGAN

MICHIGAN

YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW
No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING
AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.
TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS.

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting the machine proper. One for stopping and starting filling mechanism.



Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

STOCKINGS SELL IN THESE BOXES

(Continued from page 60)

The boxes, as used for Roman Stripe hosiery and Northmont hose and by Stern Bros., Best & Co. and Russek's, New York department stores and specialty shops, consist of a number of hinged set-up constructions. One type consists of two units hinged to fold like a book with an extra hinged flap or lid locking the units into place. Another type, for three pair of hose, has small side units hinged to a central unit with a locking lid covering all. A third variety consists of three vertical packages hinged together in book form and locked by a snap button at the end of a leather tab.

Credit: Boxes designed by Annette T. Dennis. Manufactured by J. Landown Co.

SAFE AND SURE DISPLAYS

(Continued from page 78)

of white plastic sheeting over wood, surmounted by a hood of transparent acetate. The brilliant white background, as seen through the transparent hood, provided a perfect setting for the gleaming series of pipes. The hood made pilferage difficult, if not impossible, yet could be easily lifted by the salesclerk.

At the opposite end of the price scale is found the Duke of Dundee pipe, a quality pipe for \$1.00. Here a much simpler and less expensive display construction has been utilized, yet the same ends have been sought and, in very large measure, achieved. The unit is constructed along the sleeve and drawer principle. The sleeve includes the front face of the display and has a transparent acetate window which gives high visibility to the pipes, yet protects them against pilferage and dust. The pipes themselves are mounted on a removable slide insert which slips—drawerwise—into the back of the display. This enables the manufacturer to fill repeat orders without the expense of a complete new set-up. It also provides for easy access to the entire group of pipes, when a selection is to be made from the display itself, since the removal of the drawer removes all the pipes at one time. Pipes are held on the drawer by rubber-covered metal clips.

Both displays have met with instant acceptance by dealers and both are reported to be doing an outstanding sales job. Orders for the Duke of Dundee display are, in fact, reported to have trebled within three months of initial distribution. It is thus quite clear that display principles apply to products of all types, although it is true, of course, that they must be modified in their application in recognition of the price range and class of store through which the product will be sold.

Credit: Kirsten pipe display by Jos. H. Meyer Bros. Transparent hood material by the Monsanto Chemical Co. Duke of Dundee display manufactured by the Merit Display Card Co. Transparent window material by the Monsanto Chemical Co.

KNIT AND SEW KIT

(Continued from page 31)

may be seen while, at the same time, rigidity is given to the package to better protect the product.

The cardboard tray provides additional advantages. Imprinted on the bottom of the tray are photographic illustrations of models wearing fashionable knitted wear, thus exciting feminine interest in the ensembles which may be made with the Botany yarn and fabric kit. Likewise imprinted on the bottom of the tray is important informative data for the salesclerk as well as the consumer—type of fabric, yarn and amount of material, etc. Product identity is further assured by the incorporation of a label placed under the cellophane wrap on top of the product. Thus no matter on which side the package may be resting, back or front face, identity is made clear.

The tray is executed in two colors—blue and yellow. A blue band runs along the four sides of the tray bearing reverse lettering, denoting further information concerning the knit and sew kit.

Credit: Cellophane wrap supplied by E. I. du Pont de Nemours & Co., Inc.

PREPARED FOODS IN CARTONS

(Continued from page 92)

and placed in printed folding boxes which are tight wrapped in transparent cellulose and then are ready for insertion into shipping containers.

If the packer or canner so prefers, insertion into the folding cartons and wrapping with transparent cellulose can precede processing in the cooking chambers.

Advantages claimed for the method are numerous. The cost of the complete package is reported to be substantially under that of metal containers. A further substantial saving in shipping container cost is ascribed to the reduced size of the Naturalpak package. Thus 24 number 2 cans require a blank size of corrugated board, it is claimed, of 1087 sq. in. The corresponding size Naturalpak package requires 742 sq. in. of shipping container board. The saving in shipping weight is claimed to run to approximately 20 per cent and space saving to approximately 30 per cent. Due to the rectangular shape of the container, a large number can be processed in a retort of given size within a single process-

PAPER SHREDDER

Now Within Reach of All



No longer is a large investment necessary for a speedy, modern shredder of waste paper. Here is a new and better machine that costs only a small fraction of previous models!

With it, you can save up to \$10.00 per ton by shredding your old corrugated boxes, correspondence, or newspapers!

This new shredder produces A-1 quality packing material—fluffy, resilient, absorbent. And anyone can learn to operate it in two minutes.

70 Years of building quality shredding machines are behind this improved model.

Write us today for full data and the amazingly low quotation. Try our TEN DAY TRIAL OFFER and convince yourself!

INDUSTRIAL SHREDDER & CUTTER CO.

703 S. Ellsworth St.

Salem, Ohio

WE NEED A SALES EXECUTIVE

If we can find the right man to handle our proposition, it will be a most lucrative and fortunate connection for him as well as ourselves. He must know the packaging business and the box business in particular. He must have wide experience with the larger consumers of paper and acetate boxes.

This is a Canadian company, setting up manufacturing facilities in New York, to produce a patented specialty that has already found a tremendous market.

The man we seek must be ready and capable to handle entire sales outlet. Reply

BOX C, MODERN PACKAGING
122 E. 42nd ST., NEW YORK.



An ordinary syrup or sauce pitcher is now as antiquated as Granddad's shaving mug.

And so is the old type container for honey and salad dressings and all semi-liquids.

Modern buyers recognize in the FEDERAL SERVER a great added convenience over clumsily-packaged old-fashioned "substitute" brands. No longer will they put up with sticky fingers, the drops on the tablecloth, and unnecessary pouring.

No wonder the sales have grown for those packers who have had the foresight to "Federalize" their containers!

FEDERAL TOOL CORPORATION

Specialty Division

400 North Leavitt Street, Chicago, Ill.

ing cycle, it is claimed. Finally, storage space for unfilled containers is, of course, substantially reduced.

In the home, the consumer is expected to remove the inner Pliofilm bag and to place it in a pot of boiling water for a few minutes to heat to taste. The product is then ready to serve without loss of natural flavor or vitamins. A number of varieties of food, each in their Pliofilm bags, may be heated in a single pot over a single burner.

PACKAGING A PACKAGE DESTROYER

(Continued from page 51)

president of the Hyper-Humus Co., summarizes the advantages of the new package as follows:

"1. It has introduced Hyper-Humus to new customers in present selling areas.

2. It has offered all customers, old and new, a clean inside-the-house humus storing facility for house plant potting purposes.

3. It furnishes a new selling aid to dealers.

4. It carries a large portion of the company's advertising burden, through dealer display, at no additional cost to dealers or to the company.

5. It has caused the opening up of numerous new dealer outlets and widened the distribution area of the company."

Credit: Bag developed and manufactured by the Chase Bag Co. Pliofilm lining material by The Goodyear Tire & Rubber Co., Inc.

\$250,000 IDEA

(Continued from page 54)

product name and company identification imprinted on the book backbone. When the box is opened, the article within—jacket or sweater or both—is found neatly folded in the base of the container. Individual compartments are provided where both a jacket and sweater are offered. A flyleaf in the "book" bears a holiday greeting from McGregor in some instances and in others, a label is found on the inner surface of the box lid.

The McGregor Library of Gifts was designed to increase sales of the company's sportswear during the Christmas shopping period. The family of packages was promoted through both consumer and trade advertising and a special order blank was prepared to make it easy for dealers to order the merchandise. Sales volume—as stated before—came to a quarter of a million dollars' worth, compensating many times over for the original cost of designing and producing this new group of gift packages.

PRUNING OFF OLD TRADITIONS

(Continued from page 33)

and color combination for application to the entire family of packages to form a relationship among all items. This will in time bring about a more general recognition of Seymour Smith packages.

4. Reduce the total number of packages by using containers, wherever possible, for more than one tool. Purpose—larger orders and lower costs per box, permitting the use of superior packages for less profitable tools that previously had necessarily been cheaply packaged. Further, simplification would mean time saved in purchasing, records, inventory, keeping of stocks and packing.

The weaknesses inherent in the old display cartons were studied and eliminated. These weaknesses were chiefly: Poorly organized copy; poor lettering and too many styles of lettering; design and colors were not particularly pleasing.

By eliminating the weaknesses in the old display cartons and incorporating the desired qualities, listed in the four points above, display cartons were developed which accomplish all that was desired. The construction features of the shears, which constitute chief selling points, are visible. The shears can easily be removed for handling and testing. Space has been provided for marking of price to further encourage the dealer to place the display container on the counter.

A sleeve, slipped over each shear, in its own individual cardboard tray, carries company and brand identification. The back of the sleeve features and holds the insert containing pruning hints and a listing of other Seymour Smith tools. The sleeve has the further purpose of holding the sides of the tray together. The color combination utilized on the sleeve is changed, thus making it possible to use one tray for each type of shear. Identification, however, is not lost since the color indicates the type of shear packaged within each display carton.

From an appearance standpoint, the new packages, in contrast to the old, form an attractive background for the tools and suggest quality products. Repetition of copy has been eliminated and copy, unnecessary on the front of the carton, has been placed elsewhere so as not to compete with essential copy. Lettering has been simplified. The numerous design elements, which made the old display container extremely "spotty," have been reduced to a minimum. The color combination—green and yellow—was chosen because it seemed to be especially appropriate for garden tools.

Credit: Packages designed by Frank Condon and manufactured by the Eastern States Carton Division of Robert Gair Co., Inc.

**TO OPEN**

Raise the Lever and the Cap lifts right off.

**TO CLOSE**

Replace the Cap and press down the Lever:

*IT'S THE
MOST SENSIBLE CAP
I'VE EVER SEEN!*



"Here, at last, is a cap I can understand! The handy lever of KORK-N-SEAL holds the cap down tight, protecting and preserving the contents. And yet any woman can open the container in a jiffy; a flip of the lever—and there it is! It re-seals the same convenient way; press the lever down—and the cap is back in place. All so easy. No struggling with tools, no fuss, no spilling, no mess.

"I've often wondered why the woman's angle isn't taken into consideration when closures are designed, but KORK-N-SEAL has done it. I think KORK-N-SEAL is the most sensible cap I've ever seen."

WILLIAMS SEALING CORPORATION
DECATUR, ILLINOIS
Division of Crown Cork and Seal Company

POUR-N-SEAL—A Cap for Oval Pouring Spouts

The first really satisfactory cap for sealing and re-sealing oval pouring spouts. Makes a positive seal at all points of the spout, even at the pouring point. Easy to remove, easy to replace. Ideal for products that present a pouring problem. Information, samples and prices are available.
"WHEN IT'S EASY TO POUR—IT'S EASY TO SELL"

KORK-N-SEAL
THE CAP WITH
THE HANDY LEVER

LUSTEROID



light-weight
and **STRONG**

LUSTEROID rigid cellulose tubes and vials are unbelievably light. Yet not one jot of strength is sacrificed to achieve this lightness.

LUSTEROID'S unbreakability is another economical feature. Breakage is eliminated. And the light weight means *low shipping costs*.

LUSTEROID containers are being used successfully by some of the largest manufacturers of drugs, cosmetics, and petroleum for both sale and sample packages.

Multicolor labels, processed as part of the package, cut costs. LUSTEROID comes in a complete range of colors, in either transparent or opaque.

A note or phone call will bring an answer to your packaging problem.

LUSTEROID CONTAINER CO., INC.

Formerly Lusteroid Division of the Sillcocks-Miller Company

12 Parker Avenue, West
SOUTH ORANGE, NEW JERSEY

INDIVIDUAL PORTION PACKET

(Continued from page 37)

from a larger container is eliminated, which also cuts down waste. To prepare the beverage, the package is merely torn open with the hands and contents emptied into a cup to which is added hot or cold water, thus making it possible to prepare the drink in about ten seconds. The shape of the pack requires a minimum of space and the coffee is exposed to the air only as used. Each pack is completely tamper-proof.

Besides presenting an attractive appearance, the characteristic bright finish of the aluminum serves, in some measure, to further protect the product by acting as an efficient reflector of heat.

The use of economical packaging materials, combined with a simplicity of package design which lends itself well to economical packaging operations, has made possible an efficient, yet low-cost, pack.

Labels, cellulosic sheet and assembly processing by The Dobeckmun Co. Aluminum foil by Aluminum Co. of America. Heat-sealing and packet-making machinery by The Ivers-Lee Co.

PICTURE PACKAGES PREFERRED

(Continued from page 30)

sidered such a move advisable. This was done to permit the designer complete freedom for inspirational thinking and to maintain forward progress in each step taken.

After the finished dummy box had been worked out by the designer, further tests were conducted in local retail drugstores. The druggists' immediate reactions were noted and the package was tested for its visibility on the counter and in the store window in natural daylight and under artificial lighting conditions. In each case, favorable reactions were obtained and only a few minor corrections to design and color arrangement were felt to be necessary.

Of outstanding significance through the entire series of tests was the success of the photographic illustrations of the merchandise. Not only did it readily identify the products accurately in visual terms, but, in addition, it provided unusual display advantages. It was therefore decided that this form of packaging would be projected to all standard items in the line—ice caps, vaginal douches, travel syringes, face bottles, etc. Two grades of household rubber gloves are also included in the family group.

A minor problem presented in the packaging of the rubber sundries concerned the change of color and design necessary to distinguish the five price levels represented

in the flat goods line (hot water bottles, fountain syringes and combinations). Ranging from top to low price levels, the flat goods line is sold under the following trade names: Gold Leaf, Silver Leaf, Topper, Quilt and Art Weave. Quality and price level are indicated in the order named.

It was therefore considered necessary to use a change in color and design technique to hold the greatest interest on the top quality items and thus enable the druggist to "trade up" his customers to the most profitable numbers. This has been accomplished in three ways. First, the colors range from an attractive shade of deep blue (Gold Leaf line) to the standard shade of blue used throughout the entire line (Silver Leaf line) to an aqua-marine blue (Topper) to a pale shade of the same blue (Quilt) to a light shade of green (Art Weave). Secondly, the Gold Leaf and Silver Leaf packages are equipped with gold and silver metallic medallions, respectively, to stress quality. Finally, the photographic technique has been deliberately abandoned in the Quilt and Art Weave lines and line drawings of the merchandise—admittedly less attractive to the consumer's eye and less effective in display value—have been adopted. However, despite the differences in color, metallic medallions and photographic or line drawing treatment, the family resemblance has been preserved by making the packages identical in every other detail.

A color change has also been put into effect to indicate the difference in quality and the price level in the two household glove numbers. In this case, the top grade uses the standard blue of the entire group and an attractive shade of green is used for the lower grade glove.

Initial sales tests, devised to gain an impression of the trade and consumer acceptance of the picture packages, prophesy an enthusiastic reception and sales success for the plan. Of importance is the fact that dealers have been quick to recognize the merchandising advantages of the packages which minimize sales resistance. Furthermore, the consumer is being sold with less time and effort on the part of the sales clerk.

MAKING SENSE OF SAMPLING

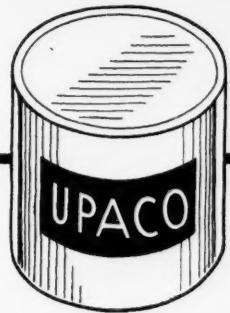
(Continued from page 58)

dstry with great enthusiasm, the company reports. Dealers state that the prospect's curiosity and interest are aroused by the novel form of the presentation. He is led to experiment with the various combinations of materials in the miniature wall section package or to check where each piece in the miniature sample kit goes into the cutaway house. In the process, he usually proceeds to sell himself. Thus—for the Insulite Co., for dealers and for consumers—sampling makes sense.

Credit: Boxes by Quality Park Paper Co. Box wraps by Japs-Olson Printing Co.



THAT "JUST AS GOOD ADHESIVE"
MAY ADD TWENTY PERCENT
TO YOUR LABELING COST



If you have been getting along with an adhesive that does a pretty good job—most of the time—it may pay you handsomely to stop and consider what savings the correct UPACO Adhesive formulae will provide.

Continuous smooth machine performance—with minimum return and damaged labels.

Try UPACO Labeling Adhesives for that extra machine efficiency at no extra cost.

TO LOWER LABELING
COST CALL IN THE
UPACO ENGINEER

UNION PASTE CO.

200 BOSTON AVE. MEDFORD, MASS.

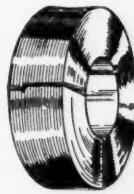


MORE EYE-APPEAL . . .
AND MORE SALES . . .
WITH ACME *ColorStitch*

Most products can be sold easier and faster when their packages possess "eye-appeal." Acme Colorstitch affords this recognized sales advantage. Colorstitch not only provides an improved appearance that attracts new customers—and holds old ones—but also assures strong staples that stay tight for the life of the carton.

Available in all popular colors, Acme Colorstitch will blend or contrast with the colors of the carton as the designer desires. Colorstitch is furnished in all standard flat stapling wire sizes. It will not chip or peel, and gives more than satisfactory performance on all carton stitching equipment.

A sample Colorstitch card will indicate how dozens of companies have improved the appearance of their packages effectively and economically. Write for it.



ACME *SilverStitch*

Many manufacturers rely on Acme Silverstitch—stitching wire for greater economy and better appearance. Silverstitch, furnished in full-weight, continuous length five and ten-pound coils, cuts reloading time 50%. More efficient production is assured by its accurate temper, width and thickness. Special galvanizing process makes it rust-resisting. The coupon will bring you a free sample.

ACME STEEL COMPANY

General Offices: 2843 Archer Ave., Chicago, Ill.

Branches and Sales Offices in Principal Cities

Acme Steel Company
2843 Archer Ave., Chicago, Ill.

Send a FREE 5-lb. coil of SILVERSTITCH, size.....

Send the new Colorstitch sample card

Name

Address

City State

YARDSTICKS GUIDE SALES EFFORTS

(Continued from page 45)

"pivotal points"—of probable promotional influence.

2. "Normal points"—towns and cities with volume equal to the average buying power of their residents.

3. "Dispersion points"—places where residents shop out of town habitually.

A test of 3,166 towns and cities of 2,500 or more population revealed that Highland Park, Texas, had total retail sales per capita of \$5.46 and Longview, Texas, had total retail sales of \$1,925 per capita. Compare these two—measure them—on the yardstick for the West South Central States.

This one measurement accounts only for the competition between all the merchants in one town with all the merchants in neighboring towns. Two other dimensions must be taken for an adequate picture: the competition between *individual stores* and the competition between *classes of stores* within each town.

Actual measurement of competition between stores can only be achieved by knowing the sales volume of each store. This information is private and unobtainable. A second yardstick was, therefore, developed to measure the degree of such competition.

Fig. 2 shows the yardsticks, based on the Census for apparel outlets. This classification includes: Men's furnishing stores, men's clothing and furnishings, family clothing, women's ready-to-wear, furriers and fur shops, millinery, custom tailors, accessories, etc.

Here again, the average sales per store in each group was expanded to a descriptive range between 125 per cent and 75 per cent of the average. A town in the Mountain States with outlets averaging more than \$11,700 per year is called a concentration, or Pivotal Point, from the standpoint of average sales per store. A town with average sales per outlet of \$18,000, therefore, seems under-stored by this measure. At any rate, it offers a number of big volume outlets which are important to manufacturers of the trade-marked goods dispensed by them. These outlets represent highly efficient coverage.

On the other hand, a town that has average sales per outlet of \$5,000 in this class and group, is of slight consequence, promotionally, although there is *some* sale for trade-marked merchandise.

The third kind of competition recognizable in the Census data is the competition between classes of outlets within each town. It is entirely possible for a town to attract outside trade for one or more classes of its stores without an equal attraction for other classes. It may even lose resident buying power in certain classes.

The third yardstick therefore is based on *classes of outlets*—"retail hardware, lumber and building supplies" being used as the example.

This yardstick was constructed exactly as the first

two, from the Census data. It is applied in the same way to sales per capita for any particular class of outlets, in any town. (See Filling Stations—Fig. 3.)

Each town was measured on the three yardsticks, and a combined rating was found placing it in one of the three groups for each class of outlets. From the combined rating it was found possible to calculate the number of key outlets necessary for complete coverage in each town.

For illustration, the final summary of retail drug stores and sales in the New England States is cited. (See Fig. 4.)

This means that of 224 towns and cities in New England over 2,500 population, 110 towns draw 74.5 per cent of the total drug business, while the other 114 towns account for only 10.8 per cent of the total volume. The concentration of patronage due to outside buying power flowing into the 110 towns is obvious.

Furthermore, these 110 towns contain 427 key drug outlets which are exposed to the whole consumer buying power of the New England States. *To select and sew up these 427 locations for a brand means 100 per cent distribution in New England States.*

Additional outlets, then, are justified not as exposure to any more buying power, but as a multiplication or intensification of the coverage. Likewise coverage can not be complete without these 427 outlets in the 110 pivotal points. Similar concentrations are located in the other state groups.

What are the 110 towns in New England? They were all listed in the course of the study. What are the 427 key outlets? They must be selected in the field. The number necessary in each town is calculated from the data, but the only way to select the outlets is for the field man to study the towns in his territory and being directed to the pivotal points locate the necessary number of outlets so that all shoppers will be exposed to at least one of them.

This does not mean an elaborate survey of sidewalk traffic. It depends on the field man's experience, judgment and knowledge of his territory. He can or should be able to distinguish between the neighborhood store and the big volume shopping center outlet. His own order-book may help. His own observation will differentiate between Main Street and Fairview Drive. Or he may look for the blocks where he can not find room to park his car.

Now suppose the representatives in New England are maintaining distribution at an average cost of \$4.50 per outlet sold. This includes salary, commissions and expenses. Still volume does not come up to a reasonable expectancy. Let's double the ante and allow an average of \$9 per outlet for more intensive work, direct the field men to the pivotal points in their territories and instruct them to select and sew up the required number of key outlets in each of these towns, ignoring other business for the time being.

The total cost for 427 key outlets stocked will be \$3,843. But now the package is available to every consumer in the New England States. It is exposed

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originators of
Opaque Aniline Inks

Opaque Aniline White, Yellow, Orange
and a full range of colors

For use on Kraft, white paper, glassine
and the various grades of transparent
cellulose stocks

CRESCENT INK & COLOR
COMPANY OF PA.

PHILADELPHIA



SOLVING your Sealing and Labeling PROBLEMS...

We offer you an effective method for determining the most satisfactory adhesive for any specific material or equipment. It is a method tried and proved over a period of 40 years in hundreds of industrial and commercial plants throughout the area we serve. The drawing above indicates that there is something else equally as important as *product* and *price*. Let us explain.

The J. G. Findley Co.

1237 N. TENTH ST., MILWAUKEE, WISCONSIN

PASTES
GLUES
GUMS

IN WHAT CONDITION DOES YOUR PRODUCT REACH ITS DESTINATION?

DAMAGED BY MOISTURE—*Rusty*



Carefully Packed but Unprotected

PERFECT CONDITION—*Bright--Untarnished*



Protected by PROTEK-SORB

PROTEK - SORB

THE PROTECTIVE ABSORBENT

PROTECTS AGAINST

RUST • CORROSION • MILDEW • MOLD

THE DAVISON CHEMICAL CORPORATION
SILICA GEL DEPARTMENT

BALTIMORE, MD.

to buying power which in 1935 spent a total of \$2,721,911,000 in New England retail stores.

We have therefore bought Buying Power Exposure at the following rate:

$$\frac{\$2,721,911,000}{\$3,843} = \$716,000$$

or exposure of the package to consumers who in 1935 spent \$716,000 for every dollar of the \$3,843 cost of obtaining the coverage.

In all this, it is recognized that actual situations may depart from the most carefully adjusted theories. The calculations may call for three outlets in a town where the representative can justify four or five or one. But justifying his judgment to the home office will make him aware of important characteristics in his territory that had slipped beneath conscious consideration.

Applying the Yardsticks

Let us select a territory composed of the following counties in New York State: Orange, Rockland, Sullivan, Ulster.

Let us further assume a product dispensed in licensed restaurants and drinking places in this territory.

Resident buying power is fairly distributed, with income derived from industry, agriculture and a considerable summer resort business located in Sullivan and Ulster Counties.

But the map shows that 41 per cent of the total volume in eating and drinking places in this territory is concentrated in the following seven towns. These towns are the *pivotal points* in this territory. The number of key outlets is shown in each case:

| | Restaurants, Lunch Cafeterias, Counters, | Lunch- Rooms | Refreshment Stands | Drinking Places |
|--------------------|---|-----------------|-----------------------|--------------------|
| Newburgh (1) | 9 | 2 | 6 | |
| Highland Falls (9) | 2 | 1 | 2 | |
| Middletown (2) | 5 | 1 | 4 | |
| Haverstraw (11) | 2 | 1 | 2 | |
| Monticello (7) | 2 | 1 | 1 | |
| Liberty (12) | 1 | 1 | 1 | 5 |
| Kingston (3) | 8 | 1 | — | |
| — | — | — | — | — |
| | 29 | 8 | 21 | |

Twenty-one drinking places, plus 29 licensed restaurants, are the key outlets in this territory. These 50 outlets are exposed to the buying power of the whole territory which "flows" toward the seven pivotal point towns regularly.

Brands stocked by the key outlets influence each of the other 1,032 outlets in the territory. The influence of these outlets spreads through competition like the ripples set up by a pebble tossed into a pond. When they are sold, coverage is complete and selling the others becomes a matter of intensification.

The flow of buying power to pivotal points has been measured by these yardsticks throughout the United States and tabulated in a volume shortly to be published. From these tables territories are analyzed.

In one case, a group of territories was discovered to be weak in distribution of a specialty to the extent that an additional \$40,000 volume per year was indicated as probable, if steps were taken to close up gaps at the specified points. Serious investigation followed and adjustments are now being made. Field findings verified the analysis; although it is, as yet, too early to report sales results.

In other cases the same retail store data have been applied to window and counter display campaigns with resulting Buying Power Exposure delivered at a cost of approximately one dollar per \$1,500,000 to \$3,000,000 exposure installed.

As the local managers of a well-known manufacturer tell their direct agents, "The more buyers you expose yourself to, the more sales you will make. It's the law of averages."

Any seasoned peddler can attest to this truth. It is just as true of the distribution of packages in retail stores and of general advertising. *It is possible to calculate potential exposure in advance and select means that will deliver the most for the dollars appropriated.*

TWO BY FOUR SHOE SHINE KIT

(Continued from page 50)

very much along the lines as a fountain pen. The rubber tube, through the center of the brush into the tube mouth, is slit and as pressure is applied the slit opens and cream is permitted to flow out. When pressure is no longer present, the slit closes, stopping the flow of cream. In the actual cleaning operation, the device is held in the hand much as a pen might be held. No fuss or muss is experienced. A washable mit, made to fit the hand, is part of the cleaning ensemble. When the two items are ready to be put away in the leatherette case, the mit wraps around the combination brush and tube of polish, the whole fitting neatly into the 6 in. by 2 in. kit.

The washable cleaning cloths may be purchased separately, just as the tubes of cream, available in black, brown or neutral, may be purchased separately. For the holidays, the Shubador Corp. packaged its cleaning mits in cellophane bags, enclosing a Christmas greeting insert to dress it up for the occasion. After the holidays, the dealer has but to remove the insert and a regular sales package remains.

Credit: Tube by the Peerless Tube Co. Leatherette case and cleaning mit supplied by the Cottonluxe Manufacturing Co., Inc. Designer of applicator, E. L. Hollenbeck.

SPECIALISTS in the manufacture of CAN & BOTTLE CLOSURES



CONSOLIDATED FRUIT JAR COMPANY
NEW BRUNSWICK • NEW JERSEY

LET us quote you on your requirements. Hundreds of dies and molds available for Essential Oil Cans, Sprinkler Tops, Screw Caps, Aluminum Capped Corks, Lead and Tin Coated Spouts, Metal Specialties. 80 years' experience in meeting the needs of packagers. Call upon us for aid.

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For carton, label and container printing, Eagle inks are unapproachable. They're geared to modern production demands. Use them and expect true economies in mileage, working qualities, adaptability to press and affinity for stock.

Not mere statements at all—but facts based upon the experience of serving many of the largest pressrooms in America. Specify Eagle on that next important job and see to your own satisfaction.

Do you have our specimen books on hand?

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Division General Printing Ink Corporation

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Cambridge

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Chicago

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★ TOWERING MANSIONS

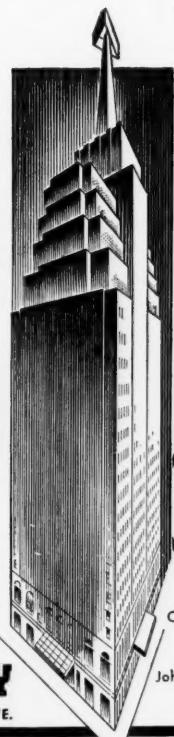
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Living

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HOTEL EDISON
Same Management

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For
Recreation
Or Relaxation
Choose the Chelsea

FROM
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WITH
MEALS
& BATH
ROOM
ONLY
\$3
& BATH
Per Person
2 to a Room

Here you will find everything to further your comfort and enjoyment—outside ocean-view rooms . . . sun deck . . . beautiful dining room at the ocean's edge . . . superb cuisine . . . varied sports . . . and entertainment. You'll like your fellow guests . . . and the delightfully friendly atmosphere of The Chelsea.

Special Weekly Rates.



ATLANTIC CITY

JOEL HILLMAN • J. CHRISTIAN MYERS • JULIAN A. HILLMAN

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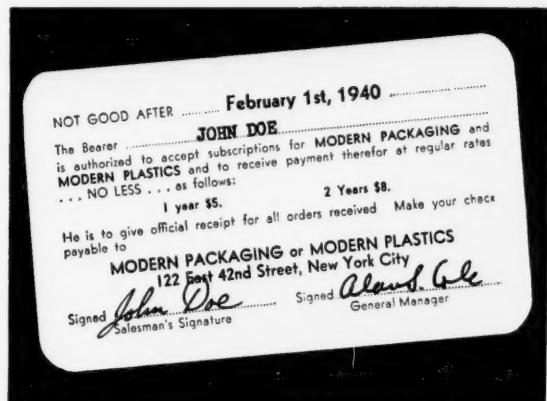
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EUROPEAN PLAN...\$6.00 per day and up



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The Evanshire EVANSTON, ILL. The Town house LOS ANGELES

A. S. Kirkeby, Managing Director

Belleview Biltmore

BELLEAIR
FLORIDA

Putting the "SEE" in Seagram's



Seagram's Luxury Gift Box, fabricated for Seagram-Distillers Corp., 405 Lexington Ave., N. Y., by Wallace Paper Box Corp., 609 W. 51st St., N. Y.

Take three staple products . . . package them in rigid, transparent Monsanto "VUEPAK" . . . and presto, you have this Seagram's Luxury Gift Box; first big packaging hit of 1940!

This ability of "VUEPAK" to transform staples into specialty items is turning up added volume and profits in many fields. Women's hosiery, candy, cigars, towels, all take on the glamour of *gift merchandise* when they appear in their own "display cases" of rigid "VUEPAK" . . . every container a presentation package.

In the case of the Seagram Luxury Chest, three products which are not ordinarily sold together have their chance to work together in creating a wider

market—and a bigger unit of sale. As a result, dealers are enthusiastic, the package gains preferred display positions, and the very transparency that makes this luxury box so acceptable to the one who receives it, also automatically flags the attention of the person who is looking for something to give.

Seagram reports the Luxury Chest was a bombshell to liquor retailers. In Chicago one retailer alone asked for 400 Luxury Chests in excess of his original allotment of 100. Here is compelling proof of this package's effectiveness in making fine liquors a gift item. To capitalize on the superb display features of the Luxury Chest, Seagram provided retail-

ers with easels for counter, window use.

Your product, staple or specialty, may profit from this same ability of "VUEPAK" to glorify while it protects, dramatize while it displays—and at a cost which may astonish you by its close approximation of present packaging costs in ordinary containers. For complete information and names of skilled "VUEPAK" package fabricators, inquire: MONSANTO CHEMICAL COMPANY, Plastics Division - Springfield, Massachusetts. District Offices—New York, Chicago, Detroit, St. Louis, Birmingham, San Francisco, Los Angeles and Montreal.

MONSANTO PLASTICS
Serving Industry... Which Serves Mankind



How to make the Eye say "BUY"!

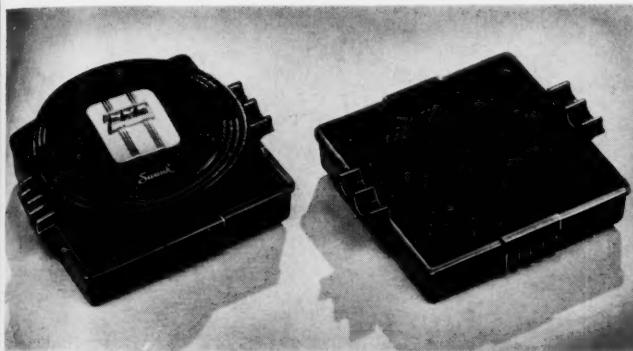
GIVE YOUR PACKAGE an extra something that stops the shopper's eye, increases its useful life, makes it easier to open or handle and you've got an important answer to the all-important question of how to increase sales of your product.

If you'll take a tip from hundreds of other successful manufacturers you'll find that answer in a package or closure molded wholly or partly from colorful, satiny Durez plastics. For Durez offers unlimited design possibilities, strength without bulk and a surface finish that's as inviting to touch as it is to see.

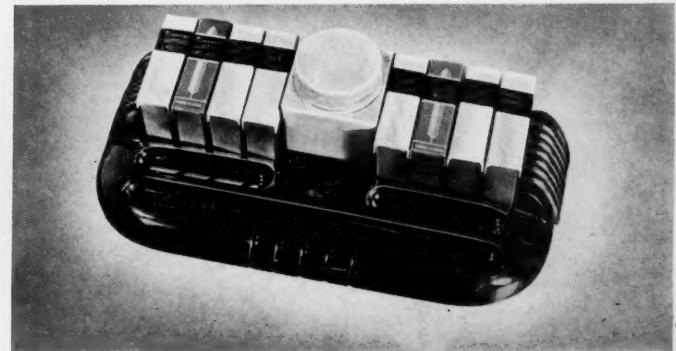
No matter what you make, or what your merchandising policies may be, why not learn more about this versatile material that has long been the plastics leader in the packaging field? For samples and suggestions just write Durez Plastics & Chemicals, Inc., 601 Walck Road, North Tonawanda, N. Y.



TRIM CLOSURES of molded Durez plastics are the crowning touch to smart bottles for the popular new Cue Liquid Dentifrice.



SWANK BELT BOXES of Molded Durez plastics are designed for long, useful lives as attractive ash-trays after the merchandise has been removed by the user.



THE ATTRACTIVENESS of this desk set speaks for itself. Gleaming base is a one-piece molding of mottled Durez with molded grooves and recesses.



WATER BOTTLE STOPPERS have long been made of rubber. But now come molded Durez stoppers that are non-heat conducting, resistant to moisture, leak-proof and durable.



MOLDED OF COLORFUL Durez plastics, this new dental floss holder combines striking eye-appeal with strength, light weight, compactness and moisture resistance.

DUREZ PLASTICS & CHEMICALS, INC.

PLASTICS THAT FIT THE JOB

Beetle

A "GRAND-STAND" FOR WATERMAN'S PENS



NEVER has the beauty of Waterman's Fountain Pens been so strikingly presented. Against the background of this handsome ivory Beetle* display, each detail of their fine construction and the full tone value of their colors are high-lighted with telling effect.

Thus can Beetle aid and abet your sales when

used as a light-weight, durable display that will keep your products in the public eye. Give your product the benefit of Beetle's cooperative selling power. We will gladly give you full information.

BEETLE PRODUCTS DIVISION OF AMERICAN CYANAMID COMPANY
34 ROCKEFELLER PLAZA • NEW YORK, N. Y.



*Trade-mark of American Cyanamid Company applied to urea products manufactured by it.

it's all color and in all colors